



The Coin Machine Review

FEBRUARY, 1941

The COIN MACHINE REVIEW for February, 1941, Vol. 8, No. 8. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif. under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 for 1 year or 3 years for \$2.00. 25c per copy.

*"Re-instate the value
of old equipment"*

**—That's Music To
the Ears of
Operators!**

ROCK-OLA
ToneColumn

IN FIVE BEAUTIFUL MODELS

A new day has dawned for Operators who have still usable equipment standing idle simply because it is not the last word in play appeal design. ROCK-OLA TONECOLUMN utilizes old phonographs splendidly. Takes them out of storage and puts them back on location where they will easily earn as much and even more than they did when new! An outstanding hit, too, when combined with ROCK-OLA Playmaster. This unbeatable combination is ROCK-OLA'S answer to increased earnings and a stabilized operating future!

SPECTRAVOX
ToneColumn

MODERNE
ToneColumn

ORGAN
ToneColumn

GLAMOUR
ToneColumn

UNIVERSAL
ToneColumn

ROCK-OLA TONECOLUMN "showers" music into every corner of a location effectively, pleasing, and with stereoscopic realism. Nothing ever before like it! Five gorgeous designs to choose from — a model for every purpose.

- ★ Forever Eliminates Obsolescence Worries
- ★ Puts Idle Phonographs to Work Profitably
- ★ Rejuvenates Machines in Slow Locations
- ★ Greatly Increases Operators' Working Capital

ToneColumn gives old phonographs a new lease on life. Their remarkable design glorifies locations and gives musical selections amazing third dimensional tone.


ROCK-OLA
Leads Again!

ROCK-OLA

MANUFACTURING CORPORATION

800 N. Kedzie Avenue • Chicago, Illinois

All ToneColumn Models fully covered by U. S. Patents

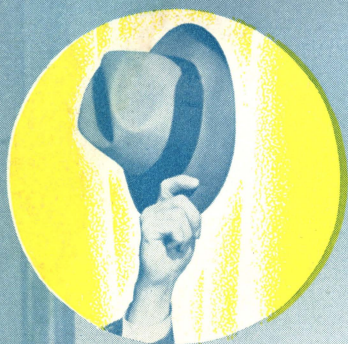
A black and white photograph of a man in a suit and tie, smiling and holding a fedora hat aloft with his right hand. The background is a textured, light-colored surface.

THOUSANDS
OF MUSIC
MERCHANTS
SAID . . .

**"HATS OFF TO
WURLITZER**

Victory Models for 1941"

THEY SAID,



**"HATS OFF TO
WURLITZER'S *Victory*
Model 850 WITH ITS SENSATIONAL
POLAROID* ILLUMINATION AND EYE-LINE
ELECTRIC SELECTOR"**



**"JUST WHAT WE NEED TO LINE UP
EVERY TOP SPOT IN TOWN"**

Never before have the Music Merchants of America praised any new phonograph so warmly and so enthusiastically as they have Wurlitzer's Victory Model 850.

They hailed Polaroid Illumination, "A knockout in eye appeal!"

They acclaimed Wurlitzer's Eye-Line Electric Selector, "A natural for eliminating lost plays!"

They stood for minutes on end hearing it play, watching its brilliant changing parade of light and color, paying it endless compliments, predicting that it would shatter all records for earning power.

To a man they agreed, "It's a winner! Just what we need to sew up every top location in our territory!"

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

MUSIC BY
WURLITZER
11
THEY SAID,



"HATS OFF TO WURLITZER'S *Victory* Model 750 GREATEST DOLLAR- FOR-DOLLAR VALUE EVER BUILT"



**"WE CAN CRACK LOCATIONS, MAKE
MORE MONEY WITH THE MODEL 750
EVERYWHERE!"**

"It's the most beautiful standard model phonograph ever produced!" So spoke thousands of Music Merchants after one look at Wurlitzer's Victory smartly styled, brilliant Model 750.

They admired its new version of Glamour Lighting with oval plastic pilasters, gay tubes of dancing bubble illumination and illuminated basketweave grille decoration. Eye appeal features sure to stimulate extra play.

They welcomed its adaptability for wired or wireless Remote Control Equipment. Another feature that points to increased earnings.

They praised its marvelous tone—and—after hearing its price—they pronounced it, "Greatest value in automatic music history—sure to get and hold thousands of good locations and pay a handsome profit in every one of them."

THEY SAID,



"HATS OFF TO THE EASE WITH WHICH THE *Colonial Model 780* GETS HARD-TO-GET LOCATIONS"

Announced in November, thousands of Music Merchants already know the ability of the Wurlitzer Colonial Model 780 to land locations they never could touch before.

A triumph in conservative beauty, Model 780 will open the doors for you to the finest hotels, night clubs, private clubs and other hard-to-get locations as well as thousands of restaurants, cocktail lounges and similar places of distinctive character.

"WE'RE GETTING EVERY LOCATION THAT WANTS A MORE CONSERVATIVE DESIGN WITH THE WURLITZER COLONIAL MODEL 780"

"Locations in my territory formerly aloof to any automatic phonograph now welcome the Colonial Model 780."

"Dignified appearance of Colonial Model 780 not only appeals to exclusive locations but many of my regular spots. Congratulations!"

"Colonial Model 780 means plenty of plus business for me in 1941. It's another example of Wurlitzer leadership!"

You hear it everywhere. The Wurlitzer Colonial Model 780 makes hard-to-get locations easy for Wurlitzer Music Merchants. Cash in on this opportunity to extend your business and increase your profits all during 1941.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC
FOR OVER TWO HUNDRED
YEARS**



MODEL 780

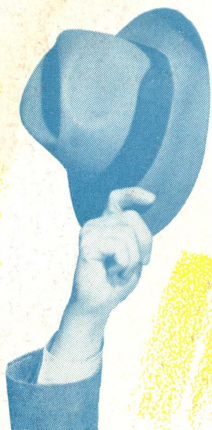
WURLITZER AUTOMATIC PHONOGRAPHS ARE SOLD ONLY TO MUSIC MERCHANTS



MODEL 850

GLORIOUS NEW ACHIEVEMENT IN GLAMOUR LIGHTING

THEY SAID,



**"HATS OFF TO WURLITZER'S
POLAROID LIGHT AND COLOR
—NOTHING LIKE IT EVER KNOWN FOR
STIMULATING PLAY AND PROFITS"**

"The greatest contribution to showmanship we ever saw on a phonograph!" That's what they said when they saw the magic of Polaroid Illumination drawing all eyes to the peacock panel on the Model 850.

And they're right! For, from coast to coast, Polaroid Color has scored the biggest hit ever made by any one feature on any automatic phonograph.

Needless to say, like all the greatest worthwhile

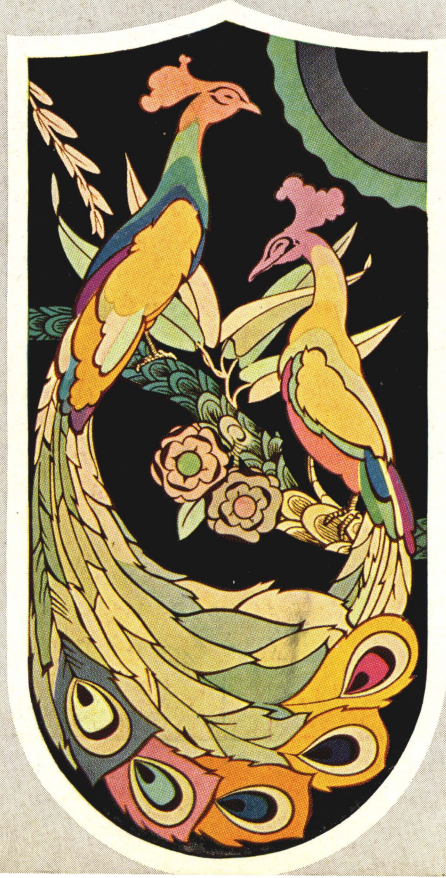
advances, it's Wurlitzer's and Wurlitzer's alone.

No other phonograph manufacturer can apply it to the illumination of his instruments.

No wonder Wurlitzer Music Merchants are telling each other—"Watch our smoke this year with that Victory Model 850. We'll have every hot location in town producing bigger profits than ever before for us!"

They're right—Polaroid Illumination will do it.

**AN EYE-ARRESTING PARADE OF EVER-CHANGING POLAROID COLORS ANIMATES
THE PEACOCK PANEL ON THE WURLITZER VICTORY MODEL 850**





Eye-Line Push Button Electric Selector On Model 850

GUARANTEES PATRONS EVERY PLAY THEY PAY FOR

No lost plays! No substitute plays! No free plays! Wurlitzer's Eye-Line Push Button Electric Selector guarantees patrons absolute protection for the selections they make—assures them one play for every nickel—two plays for every dime—five plays for every quarter deposited.

Each push button is brilliantly illuminated and directly opposite the program slip. No necessity to refer to a number before making any selection!

When a record is selected the button light goes out—stays out until that record starts to play. Patrons can see what records have already been selected but they can't change them—either at the phonograph or from any Wall or Bar Box. They must deposit a coin to make additional selections.

Furnished as standard, built-in equipment on the Victory Model 850, Wurlitzer's Electric Selector is available on Victory Models 750 and 780 at extra cost.

ANOTHER EXCLUSIVE WURLITZER—ALL WURLITZER CONSOLE MODELS HAVE THREE CLEARLY DESIGNATED COIN SLIDES—ONE FOR EACH DENOMINATION. FAILURE OF ONE SLIDE WILL NOT PUT THE ENTIRE PHONOGRAPH OUT OF OPERATION.



MODEL 750

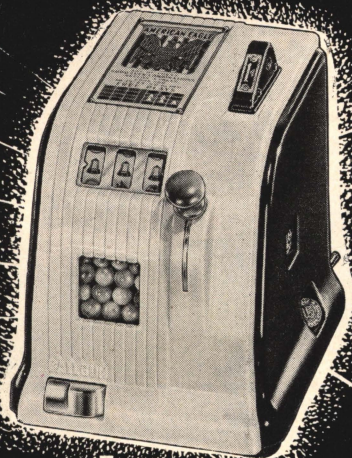
NEW BEAUTY ★ NEW APPEAL ★ NEW EARNING POWER

COME AND GET IT!



DAVAL'S AMERICAN EAGLE

WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD and GUM VENDER



WORLD'S GREATEST MONEY-MAKER!

... and now **MARVEL** ..

"World's Greatest Cigarette Reel Token Payout Counter Game" comes in the same glorious color combination as the world famous AMERICAN EAGLE.

10 FOR ONLY \$275

SAMPLE \$32.50
BALL GUM MODEL
ONLY \$2. EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO
BRANCH OFFICE • MAC MOHR • 2916 W. PICO BLVD • LOS ANGELES, CAL.

The Coin Machine Review

*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

• FEBRUARY, 1941 •

Don't Miss—

1941 Show Marks Industry's Progress.....13

A brief, easy-to-read, report on the 1941 Chicago Show sponsored by CMI, with a list of exhibitors, what they exhibited and a breakdown of the various types of equipment.

Impressions of An Operator Visiting the Show for the First Time.....15

We found an operator, and there were hundreds of them, attending the Show for the first time. In this article Robert Latimer of the REVIEW staff records impressions of the first-time operator.

What's In A Name?.....17

A timely discussion on Hobbies, Inc., wherein Carl Hoelzel gives a few views on the workings of this outstanding Association to B. K. Anderson, exclusive reporter for Kansas City.

The Ghost of the Crazy Dutchman.....21

Queer things happen in out-of-the-way places every day but none seems stranger than the one related in this out-of-the-industry feature which has the Jackson Hole country of Wyoming as its locale. A true account of an actual happening in the territory.

Plus

Twenty-seven exclusive departments covering every phase of coin machine activity in all of the key centers in the country . . . the new MOVIES department . . . and a feature, exclusive with THE REVIEW, in the record-reviewing service.

Cover—

Annette Le Mons braves the chill, Siberian winters of Southern California to plant herself in the zero snows of the West for this specially posed cover for THE REVIEW. Actually Miss Le Mons is frolicking in the sand just above Malibu on the Roosevelt Highway north of Los Angeles. A special cover photo by Orville Logan Snider, whose covers appear regularly on Liberty, Ladies Home Journal and countless other national publications.

THE COIN MACHINE REVIEW

1115 VENICE BLVD. LOS ANGELES, CAL.

Fitzroy 8269

— Chicago Office —

C. J. ANDERSON, 35 E. WACKER DR.

CEntral 1112

— New York Office —

RALPH R. MULLIGAN, 441 LEXINGTON AVE.

Murray Hill 2-5589

COIN
MACHINE
REVIEW

11
FOR
FEBRUARY
1941

HAPPY DAYS ARE HERE AGAIN!

"CUB" and "ACE"



3 REEL, CIGARETTE OR FRUIT
OR NUMBERS PLAY WITH
AUTOMATIC COIN DIVIDERS
AND TWO SEPARATE CASH
BOXES — 1c, 5c OR 10c
MODELS SAMPLE \$13.95



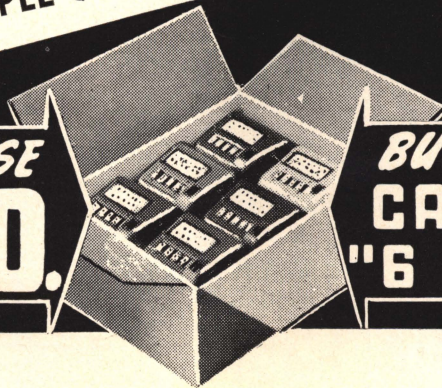
5 REEL STRAIGHT POKER OR
JOKER WILD POKER PLAY
WITH AUTOMATIC COIN
DIVIDERS AND TWO SEPARATE
CASH BOXES—1c, 5c
or 10c Models Sample \$14.95

COIN
MACHINE
REVIEW

12

FOR
FEBRUARY
1941

BUY 'EM BY THE CASE
CASE OF
"6 ACES" \$80.



BUY 'EM BY THE CASE
CASE OF
"6 CUBS" \$75.

"CUB" and "ACE" were acclaimed by all operators at the C.M.I. Show, Hotel Sherman, as "The most outstanding counter games of all time." In itself this is the greatest tribute ever paid any counter games! If you haven't yet ordered your first cases, do so now . . . IMMEDIATE QUANTITY DELIVERY GUARANTEED!!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast • MAC MOHR CO. • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

1941 Show Marks Industry's Progress

FOR FOUR DAYS, from January 13 to 16, the walls of Chicago's Sherman Hotel rocked, bulged and the halls and corridors reverberated with the talk of interested men and women. Then, comparatively, quiet reigned. Some 7900 people went home, and the Coin Machine Industries-sponsored 1941 Coin Machine Show was officially ended.

From all over the country they had come to see the latest equipment due to create profitable operations for 1941, and back they went, inspired by the progress the industry has made, enthusiastic about future possibilities, filled with ideas and plans for new methods of creating better business in their chosen field.

Quite possibly resulting from the stimulus of the earlier Pacific Coast Coin Machine Convention, held in Los Angeles in November, and itself attended by a record crowd, a greater-than-ever number of western coinmen were in Chicago for a checkup on new devices to be used in their respective territories.

Activity was not limited alone to the Sherman Hotel. The majority of the manufacturing plants held open house, and a steady stream of operators—many of them visiting for the first time the fountain-heads of their incomes—flowed through the buildings and past production lines. Combining entertainment, luncheons and refreshments and the distribution of souvenirs with the business end of plant visits, Mills Novelty Co. had a Fiesta, O. D. Jennings & Co. an open house, Buckley Music System a party for its distributors, among others.

Mrs. Paul Gerber tendered a luncheon for the women of the industry, Willie Blatt gave a party for visiting Brooklynites, and throughout the hotel there were an unprecedented number of conferences of coinmen considering association activities and operation methods. A gala floor show and banquet, featuring top-flight Chicago talent, a short address by CMI President Dave Gottlieb, and dancing, highlighted the Show's end.

Registration of the near-8000 figure marked an increase in attendance of nearly 2000 coinmen. A total of 203 exhibit booths, with an uncounted number of pieces of equipment, necessitated the addition of another exhibit floor—again an unprecedented event in Show history.

Broken down by types of equipment, there were displayed three lines of phonographs, eight movie machines were shown, four firms had phonograph cabinets and accessories, and five had speakers in some ten models, three had wired music devices. Two well-known needle manufacturers had displays, the three major recording companies were represented, and in addition booths were occupied by Bandleader Abe Lyman and Broadcast Music, Inc. Ideas for printing record tabs were shown by two concerns handling duplicating equipment.

Indicative of a continued popular appeal, despite a lack of startling innovations, 14 models of standard amusement tables were shown by seven firms, supplemented by the payout models of two concerns, 13 large and small consoles of six firms. The national defense motif was indicated in the five target machines from four factories.

An increase was registered in the number of counter devices displayed this year, as over last, with cigarette reels still predominant. Four firms had counter reel machines in some 25 models, and about 30 counter games of other types, the product of nine manufacturers, were shown.

Five variations of the bowling games, from three manufacturers, were seen, one digger was displayed, one manufacturer showed an extensive line of arcade devices, and one bell machine was reported on the floor.

Modern cigarette vending machines were displayed in profusion—some 17 models of seven manufacturers, in all, while nine firms had a dozen or more models of candy bar vendors, largely of the selective type; a number of penny selective models, too, were shown. Two candy bar manufacturers had displays.

Some two score of bulk vendors, used for dispensing a variety of small items, were displayed by their seven manufacturers, while a group of beverage vendors—four of them serving "bulk" beverages and the balance vending bottles—were shown by six makers. One ice cream bar vendor was seen by the Show crowd.

Miscellaneous equipment included a golf machine, automatic photographic equipment, "health" recorder, parking meters, and units vending cigars, pencils, razor blades and postage stamps.

Salesboards and jar deals, together with a wide variety of novelty merchandise, attracted considerable interest.

More than 40 firms engaged in manufacturing parts and supplies of one sort or another for use in some phase of the coin machine industry demonstrated their products.

Exhibitors (all of Chicago, unless otherwise indicated), included: A.B.T. Mfg. Co., with a variety of games, coin chutes and slug detectors; Acme F. & M. Co.—salesboards; Advance Machine Co.—vendors; American Products Co., Inc., St. Louis—penny cigarette vendor; Atlas Novelty Co.—machines which they distribute; Automatic Games—stillfilm projector, vendors; Automatic Products Co., Pittsburgh—cigarette machine accessory.

Baker Novelty Co.—games; Bally Mfg. Co.—games, ray gun, music wall box; Bearse Mfg. Co.—phonograph cover pads; Bell Lock Distributors, Grand Rapids, Mich.—locking devices; L. Berman & Co., Evansville, Ind.—lift-truck for games; Blackhawk Mfg. Co.—salesboards; Block Marble Co., Philadelphia—tools and parts; Brandt Automatic Cashier Co., Watertown, Wis.—coin sorting and counting devices; Broadcast Music, Inc., New York City; Buckley Music System, Inc.—music equipment.

Cent-a-Mint Sales Corp., New York City—vending machines, mints, gum; Central Die Casting & Mfg. Co.—parts and plastic products; Central Stand & Cabinet Co.—phonograph stands and cabinets; Champion Specialty Mfg. Co., Brooklyn—ball gum vendor; Chicago Coin Machine Mfg. Co.—games; Chicago Lock Co.—locks; Coan Sletteland Co., Madison, Wis.—candy bar machines; Columbia Recording Corp.,

Bridgeport, Conn.—recordings; Comar Electric Co.—electrical equipment; Container Mfg. Co., St. Louis—salesboards.

The Daval Co.—counter games; Decca Distributing Corp.—recordings; DeVry Corp.—motion picture projection and sound equipment; A. B. Dick Co.—duplicating equipment; A. H. DuGrenier, Inc., Haverhill, Mass.—cigarette and other vending machines; Duro-Test Corp., North Bergen, N. J.—phonograph bulbs.

Electric Slug Rejector & Mfg. Co., St. Louis—electric slug rejectors; Elliott Addressing Machine Co.—title strip reproducing equipment; Ellman & Zuckerman—alarms, timers, tape and lamps; Etching Co. of America—name plates, dials, ornamental plates; H. C. Evans & Co.—games; Evans Novelty Co.—premiums and wholesale merchandise; Excel Movie Products—sound movies and equipment; Exhibit Sales Co., Philadelphia—premiums and wholesale merchandise; Exhibit Supply Co.—model penny arcade.

Philip Florin, Inc., New York City—premiums; Frigidrink Corp., New York City—beverage vendor.

Gam Sales Co., Peoria, Ill.—jar and ticket games; Gardner & Co.—salesboards; Gay Games, Inc., Muncie, Ind.—salesboards and similar items; Genco Mfg. Co.—games; General Electric Co.—lamps; Gerber & Glass Distributing Co.—machines they represent; John N. Germack, Detroit—nuts; Globe Printing Co., Philadelphia—salesboards; D. Gottlieb & Co.—games; Grand National Sales Co.—equipment they represent; Groetchen Tool Co.—counter games; Guardian Electric Mfg. Co.—service kits and parts.

Joseph Hagn Co.—wholesale merchandise and premiums; Harlich Mfg. Co.—salesboards; Holly Mfg. Co., Detroit—miscellaneous games and devices.

Ideal Dairy Dispenser Co., Bloomington, Ill.—beverage dispensers; Ideal Pictures Corp.—motion picture machines; Illinois Lock Co.—locks; Independent Lock Co.—locks; International Mutoscope Reel Co., Inc., Long Island City, N. Y.—games and miscellaneous devices.

Jacobs Novelty Co., Stevens Point, Wis.—phonograph cabinets; O. D. Jennings & Co.—wired music; Walter H. Johnson Candy Co.—vending machine candies.

Kelly Mennes Mfg. Co., Rockford, Ill.—key purses, brake turntable; Kellogg Machine Co., Cincinnati—popcorn and beverage vendor; Koplo Supply & Sales Co.—jar deals, phonograph supplies; Abe Lyman Enterprises, New York City—music.

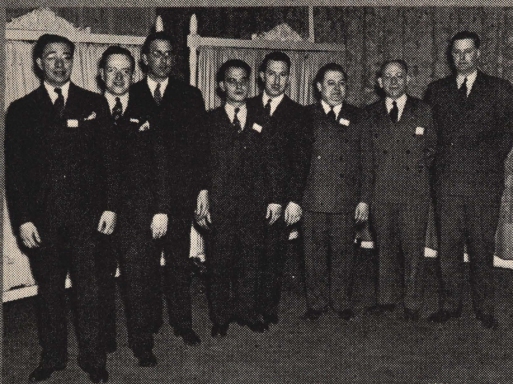
Malkin-Illion Corp., Newark, N. J.—cigar vendor; Mastercraft Equipment Co., Denver—golf machine; Matchless Electric Co.—lamps; Metropolitan Amusement Co., Yonkers, N. Y.—games; Miraben Co.—parts and supplies, phonograph cabinets; Monarch Coin Machine Co.—representative equipment; Movie-Matic Co. of America—moving picture machine.

National Slug Rejectors, St. Louis—slug rejectors; National Vendors, Inc.—cigarette and candy vendors; New York Specialties & Supply Co., New York City—parts and supplies; Hecht Nielsen—representative

COIN
MACHINE
REVIEW

13
FOR
FEBRUARY
1941

—Turn to Page 15



1



2



3



4



5



6

The 1941
**C.M.I.
SHOW**



7



8



9



10



11

vendors and supplies; The Northwestern Corp., Morris, Ill.—vendors.

D. A. Pachter Co.—premium representatives; Packard Mfg. Corp., Indianapolis—music equipment; Pan Confection Factory—vending merchandise; Permo Products Corp.—phonograph needles; Pfanstiehl Chemical Co., Waukegan, Ill.—phonograph needles; Phono-Film Distributing Co., New York City—movie machine and film; Pik-Pik Vending Machine Corp.; Pool Bowling Mfg. Co., Steger, Ill.—bowling games; Porto-Server, Inc.—premiums and novelties.

RCA-Victor, Camden, N. J.—recordings; Recordaid, Philadelphia—record system; Refreshment Vending & Machine Co.—bottle vendor; Reliable Specialty Co., Cleveland—speakers; Repeatoscope, Inc., New York City—motion picture machine; Revco, Inc., Adrian, Mich.—ice cream vendor; D. Robbins & Co., Brooklyn—games and vendors; Rock-Ola Mfg. Corp.—phonographs; Rowe Mfg. Co., Belleville, N. J.—cigarette and candy vendors.

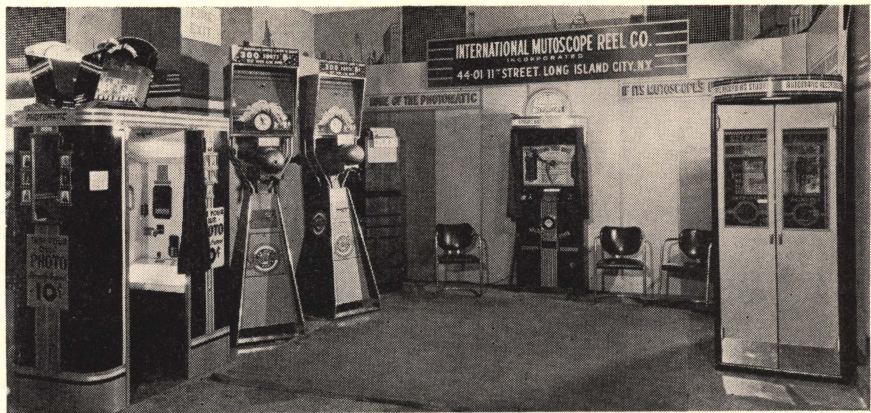
Scientific Machine Corp., Brooklyn—games; J. P. Seeburg Corp.—phonographs; Seelektrik, New York City—cigarette machine; Shipman Mfg. Co., Los Angeles—vendors; Shufflette, Inc., Milwaukee—games; N. Shure Co.—premium merchandise; Shyvers & Shyvers, Seattle—music systems and equipment; Singing Towers—wired music, phonographs, equipment; Soundies Distributing Co. of America, Inc., Hollywood—movie equipment and films; Ann Stevens Candies—candy; Stewart Merchandisers, New York City—cigarette vendors; Stoner Corp., Aurora, Ill.—games and vendors; Superior Products—salesboards.

Tech Equipment—blood pressure machine; Terry Candy Co., Elizabeth, N. J.—candy items; Tele-Tone Sales Co., San Antonio, Tex.—wired music and equipment.

U-Need-A-Pak Products Corp., Brooklyn—cigarette merchandisers; Universal Mfg. Co., Kansas City—jar games; Vis-O-Graph Corp. of America, Hollywood—movie machines and films; Thomas A. Walsh Mfg. Co., Omaha—salesboards; Watling Mfg. Co.—scales, console; Western Products, Inc.—games; W. W. Wilcox Mfg. Co.—trade checks, etc.; Zenobia Co., Inc., New York City—nuts. ♦

* * *

"I've been a reckless young devil in my day," a Scotchman confided to a friend. "I had a fine chance in life and I wasted it. An old aunt of mine died and left me a hundred dollars, and would you believe it, I ran through the whole fortune in seven years!"



Part of the highly successful display of Mutoscope products in the Exhibit Hall at the CMI Convention. Shown were Photomatic, Sky Fighter and the new Voice-O-Graph. In addition Ace Bomber and Drive-mobile were given a terrific reception in Mutoscope's upstairs suite.

First Time Impressions of the Coin Machine Show

BEING EXCERPTS FROM THE DIARY OF AN OPERATOR WHO ATTENDED
THE 1941 CMI SHOW FOR THE FIRST TIME

By ROBERT A. LATIMER

January 1, 1941: "Well, this looks like the year I'll be able to get away long enough to see if all this whoopee and good times in Chicago at the Show is really as good as they say it is. My route's in good shape, and maybe if I hire somebody to take care of the service calls I can afford to spend a week looking it over."

January 2: "Dear Diary: Nobody seems to be driving to the Show at all this year—why I don't know. Should I take a chance and drive my own automobile, or go round trip on the train? Our local distributors have chartered a private car I hear—maybe that's the way to go. I hear the Show will have a hotel room for just the ops and distributors from my home town at the Sherman. It's a cinch I won't get lonesome with some of the regular boys on hand the whole week."

January 10: "Dear Diary: I have decided to go to the Show on the train with about sixty other fellows from the business

here in town. They are going to serve refreshments on the special car all the way up to Chicago, and we'll enjoy a party on both ends of the trip. I've found out that all the boys who have been up to every Show without missing a year are just as enthusiastic over going as I'm getting to be."

January 12: "Dear Diary: Left for Chicago this morning, and have been meeting more coin machine operators than I thought existed in my home town on the train. Closed a deal for a location I've always been trying to get on the way, and found two operators who have been using my territory for about three times as long as I have. They gave me some valuable tips about what's playing best over this district, and believe me, I'm going to make some changes when I get back. Also found a distributor here who will give me the benefit of free advice on record selections for my

(See IMPRESSIONS, Page 26)

COIN
MACHINE
REVIEW

15
FOR
FEBRUARY
1941

SHOTS AT THE SHOW

1. Association Executives from all parts of the country exchanged ideas at the Open Forum Banquet given by C. M. I. on Wednesday evening, January 15th. In this photo, left to right, are: S. L. Abrams, Jerry Autell, Nick Brown, Earle Sifchin, Jack Cohen of the Cleveland group; LeRoy Stein of the Amusement Board of Trade of New Jersey; and George Miller of the California Music Operators Association.
2. Executives of C. M. I. pose for a photo just before the Association Banquet got underway. Standing: Dick Hood of H. C. Evans & Co.; Richard Groetchen of Groetchen Tool Co.; A. E. Gebert of Advance Machine Co. Seated: David C. Rockola of Rock-Ola Mfg. Corp., Dave Gottlieb of D. Gottlieb & Co., and Jim Gilmore, secretary-manager of Coin Machine Industries, Inc.
3. A few more Association executives line up with members of the press. Harry Hurvich, Jack Kelner of Chicago; Frank Petrino of the Age; H. L. Hultz, H. N. Gallarneau of Amarillo, Texas; Paul W. Blackford, editor and publisher of COIN MACHINE REVIEW; Ray Becker, editor of Ops; Tom Murray, editor of the World; and C. J. Anderson, Chicago manager for COIN MACHINE REVIEW.
4. Herb Jones, advertising manager for Bally and director of publicity for the 1941 Show, chats with Walter Tratsch of A. B. T. Mfg. Corp.
5. Johnny Ruggiero, San Francisco manager for Jack R. Moore; George

- Moloney of Bally; Thelma Oliver, popular coin machine figure in Seattle; and George Jenkins of Bally, have a laugh over one of Johnny's dialect jokes.
6. Arthur Nack, ad manager for Rowe, discusses affairs with Bert Levine, popular Western Representative for Rowe.
7. At the Home-Coming Luncheon on Monday we caught this jovial coast group. Seated: Lou Wolcher, Budge Wright and Phil Robinson. Standing: W. S. Solomon, Ace Arnsberg and M. Schilt.
8. A few celebrities visit the Columbia-Okeh booth to meet CMI heads. Left to right: James A. Gilmore, Dick Jurgens, band leader; David C. Rockola, Dave Gottlieb, Jane Walton, thrush with Lawrence Welk; Gene Krupa, king of the drums; Lawrence Welk, of Champaign Music fame; and Joe Lucas and Jack Hein, Columbia District Managers.
9. The executive heads of The Visograph Corporation arrive from Hollywood for the four-day showing.
10. Mr. and Mrs. Paul A. Laymon, Los Angeles jobbers, step off the Santa Fe Chief at the Dearborn Station.
11. Mac Mohr, Los Angeles; Bert Lane, New York, and David Helfenbein of Daval Company, stop writing orders long enough to pose for this shot before the two beauties who attracted thousands to see and buy the new machines at the Daval exhibit.



Bally's NEW MACHINE-GUN SENSATION!
DEFENDER
WITH ZOOMING AIRPLANE TARGET

All the proved and potent play-appeal of Rapid-Fire . . . plus new profit-boosting features . . . mechanical refinements . . . and a compact one-piece cabinet that "fits into the picture" in every location! See your distributor or write factory today for complete information and prices.

BALLY MFG. COMPANY
2640 BELMONT AVENUE CHICAGO

**Show Sales Boom,
Baker Predicts Big Year**

CHICAGO—Highly gratified with the results of the recent Show, officials of Baker Novelty Co. report great enthusiasm for their products and the placing of orders in direct proportion to that enthusiasm, as the basis for prediction of 1941 as the biggest year in the industry.

Big Time, five-ball novelty game, attracted considerable attention, as did Lucky Strike, new one-cent counter game in compact size offering one to ten packages of favorite brands of cigarettes. The 1941 Deluxe Baker's Pacers with daily jackpot is also said to have drawn high compliments from visitors on the third anniversary of introduction of the unit. ♦

**Kaplan Adds
Chicago Office**

LOS ANGELES—Harry Kaplan, owner of Southwestern Vending Machine Company, here, has announced the opening of a Chicago office at 1150 West 69th Street, to be known as Interstate Coin Machine Exchange. Al Farley, formerly associated with Kaplan in the Los Angeles office, has been named manager of the Chicago branch.

Interstate Coin Machine Exchange will serve as a buying office for the main organization, checking on new equipment as it comes from the manufacturing plants to determine suitability for western operation, seeing that the games are delivered promptly to the west coast, and acting at the same time as a clearing house for used equipment. ♦

**Oklahoma Merchants
Battle For Games**

OKLAHOMA CITY—The coin machine industry, and its affiliate, the salesboard business, have found staunch and crusading support in Oklahoma among some 50,000 small merchants, men and women in every city and town, who are being enlisted under the banner of The Oklahoma Progressive Merchants Association.

Scoring the common attitude which permits anti-marble game and similar legislation to be passed, the group declares, "In Oklahoma, as elsewhere, we elect men to the legislature and then turn them loose and if they wander off in strange fields we blame them, when a word from home might keep them in the people's groove." Declaring also that "When the small merchant prospers everyone benefits," the association made its first efforts to consolidate the "words from home" in a statewide meeting, January 19, at the Wells-Roberts Hotel, here, pointing their initial aim at restoration of amusement equipment.

"You'll possibly never forget 1939 and 1940," declared an association spokesman to the assembled merchants. "You didn't have your marble machines and salesboards. You missed them; your customers missed them. Don't you remember that grand bunch of fellows that used to come in your place and have a lot of fun playing the marble machine? They were a swell crowd trying to put the little ball in that elusive hole. And when one of them rang the bell, did he crow about his ability to beat the other boys!

"Then, too, possibly you are stuck right now with a lot of good merchandise that you thought you would sell at Christmas time. But it didn't sell and you still have it. Now those salesboards would do the trick, but you can't run them. As a result . . . you're just stuck.

"All right, brother, listen. You can get them back. That's just why the Oklahoma Progressive Merchants Association came into existence. There are thousands of locations in this state that want these amusement machines and salesboards back. We are organizing in one great body. We are making our wants known. We are going to be heard. We are going to make a terrible noise.

"Don't say it can't be done . . . it can be done! But it can only be done if everyone cooperates . . . We small merchants have the same right to ask and expect from our legislators—whom we elect—legislation that will help our business the same as the bankers association, the doctors, dentists, farmers, or any other group . . .

"This is your proposition. You own the locations. You are THE ONE in this picture. We must have your support!"

Hats off to The Oklahoma Progressive Merchants Association for starting a grand fight, and to their officers: Mrs. J. L. Purdue, of Enid, president; Luke Rogers, Shawnee, first vice-president; M. L. Penn, Muskogee, second vice-president; Roy W. Smith, Oklahoma City, secretary; Dan Lowe, Oklahoma City, treasurer; and to the district chairmen who will undoubtedly do a big and generally thankless job in rounding up other location owners! ♦

Burel Assets Auctioned

CHICAGO—Stock, office and delivery equipment and the good will of Burel and Co., Inc., were auctioned on the premises formerly occupied by this firm, January 22, by Zazove & Brown, Inc., auctioneers, on behalf of the receivers of the concern. ♦

What's In A Name?

As told by Carl Hoelzel,
president, Hobbies, Inc.,
to B. K. Anderson

Every day, I have operators ask me, "Carl, why in the world don't we slow down a little? Sure, our organization, Hobbies, Inc., is swell, it has done a nice piece of work, but why must it always be trying to change our way of doing business and even the names of the things we do business with?"

And I can understand what prompts these questions. Events, revolutionary in nature, have been transpiring with such rapidity in the last six months that most coin machine men have not kept abreast of them. In some sections operator organizations have kept their members informed, but in most sections confusion is resulting, especially about the new terms that are being introduced into our business.

Several weeks ago, in my office as president of Hobbies, Inc., I directed a letter to 15 of the leading manufacturers of novelty tables in which I requested that they use the new terms and names at their earliest convenience on the machines that are coming off their assembly lines. Many machines now in our showrooms testify to the success of this suggestion made by our and other organizations. So, an explanation of them is certainly in order.

Most important of these new terms, I believe, is "Re-play". It replaces "Free Play", for we have found that this latter term has been too widely misunderstood and is misleading. The greatest objection to the words, "Free Play", is that it gives the impression of gambling, of prizes and other awards.

Our council long had this subject under consideration and finally came to the conclusion that not only the word but the idea, "Re-play", must be continuously stressed in present operation of coin-controlled amusement games. We have accepted this policy because we have found that in most cases, if it is thoroughly understood that nothing of a material value can or is carried away from a novelty or amusement machine, then the operation of this equipment is allowed unhampered.

Also, we have adopted the word "Par" to take the place of "Win", or "Winner", or "Skill Awards". In other words, "Par" is an explanation of the "Re-plays", the number of them and how they are obtained.

To explain the necessity for these changes it is best to understand that with an ever-expanding investment in our industry it has been necessary to rid ourselves of the general wide-spread mis-conception that exists about our business in the mind of the general public.

There was a time, before we learned the technique of "Amusement for amusement's sake," when to realize a profit out of novelty or pin tables, there had to be prize or award stimulus to interest the player in what amounted to a mechanical grab-bag. Many of the terms and expressions now in common use grew out of that period.

To show how out-of-date these expressions are today—it would be the same as calling a 1940 model streamlined automobile a "Horseless Carriage".

Take a look at our new novelty or amusement games. What are they? To me they

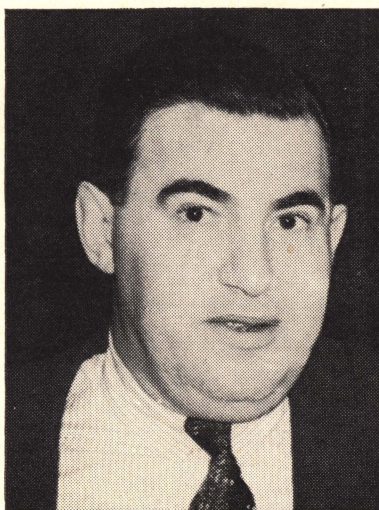
represent two things: Our interest in events, and our interest in recreation.

Now what I would like to know is how could anyone object to these two interests? One of them is today's newspaper headlines, the other is tomorrow's baseball, football, or basketball game. What the amusement machine, that dramatizes or places in miniature one phase of these interests, does is simply bring the average man closer to these than actually, in real life, it is possible for him to get.

For instance, here is a middle-aged man who is a rabid football fan. All Saturday afternoon at the game he shouts, "Boy, if I were only out there!" He consumes his limit of physical energy as he moves in sympathy with the play on the field. He paid several dollars for his ticket and what did he get? He got amusement and release of physical energy at the rate of about two and one-half cents per minute.

Now this same man puts his nickel into an amusement machine. What does he get? In the first place he does get out on the playing field, the only difference is that it's in miniature. He does expend physical energy and for about the same rate of two and one-half cents per minute; and the chances are that if he plays several times, his cost for these services will be reduced to one or two cents per minute.

WANTED



Distributors, Jobbers, Operators and Merchants Beware. Man posing as manufacturer's agent taking deposits for merchandise and obtaining money under false pretenses. Driving 1940 Dodge coupe with Illinois license, now on West Coast, lives in New York and most likely will travel East. Description—Gives name as Harry Schiffren. Dark complexion, stout and about 5 feet 7 inches. He is imposter and any money given will be lost. Last information pretending to represent Baker Novelty Co. and Daval Mfg. Co. Wanted by Police. Arrest on sight if approached and wire Coin Machine Industries, Inc., Sherman Hotel, Chicago.

I wonder if anyone would object if half the ticket price were refunded to the rooters for the losing team at last New Year's football games? After all, they couldn't have received the same dollar-and-cents value in entertainment and amusement out of it that the winners did.

And, as to the novelty tables that are using war themes, particularly anti-aircraft and aviation. Picture yourself how close the average American is going to get to either anti-aircraft or aviation. Yet as he reads his paper and stores up a tremendous emotional response that actually calls for physical outlet it wouldn't be practical for him to go out and bang away at imaginary enemies with an actual rapid-fire gun.

In the first place, it would cost more than a dollar a second, and in the second place he couldn't be sure whether he hit his "dream" enemy or not. But put the same man on an amusement machine all fixed with gun, target, and record of hits. For about a cent or two a minute he can completely work out his ire, receive a certain degree of physical action, and certainly receive his money's worth of entertainment.

In a few short words: THERE IS NO FAULT TO FIND WITH THE NEW GAMES NOW ON LOCATION, except that the sins of their ancestry have clumsily been allowed to pass down through their generations. These "sins" summed up amount simply to the fact that the Son is carrying his Grandfather's reputation only because he also carries his name.

The present widespread move by coin machine associations to change and adopt new wording on and in connection with amusement devices will not only improve the machines' position legally, but should also do much to give the games the good reputation with the general public that they deserve.

As we see it there is only one thing that can cause a depression in this new and expanded coin machine industry of ours; that is for public opinion to freeze against us because we do not collectively go to the trouble of showing that there has been a change in our merchandise in the past decade.

The sooner we get our new idea over the better off we're all going to be. Each individual operator can help in this public relations campaign by dressing up his own machines in accordance with the new terms, words, and themes. In his discussions with his locations and the civic officials in his neighborhood he can explain the "whys?" of his new equipment, what it merchandises, how and at what cost. He can immediately stop using such words and statements as: Winner, ways to win, prizes, awards, free-play, and everything else that has to do with chance or gambling.

There is no reason in the world why it shouldn't be common knowledge that fifty percent of the machine's receipts go to the location for space rent and electric power, and that the other fifty percent is divided into taxes, maintenance, replacement of machines, and other costs experienced in operating. Any one at all connected with business will understand that this doesn't make for an exorbitant profit and will know rather than envy the operator's position.

And so we come back to the question of "What's in a name?" Well, picture yourself how much you would like yours to be "Hitler" right now, and you'll see how importantly public opinion and names tie-up. ♦

COIN
MACHINE
REVIEW

17
FOR
FEBRUARY
1941

PAC. NORTHWEST

Covered By
LOUIS KARNOFSKY

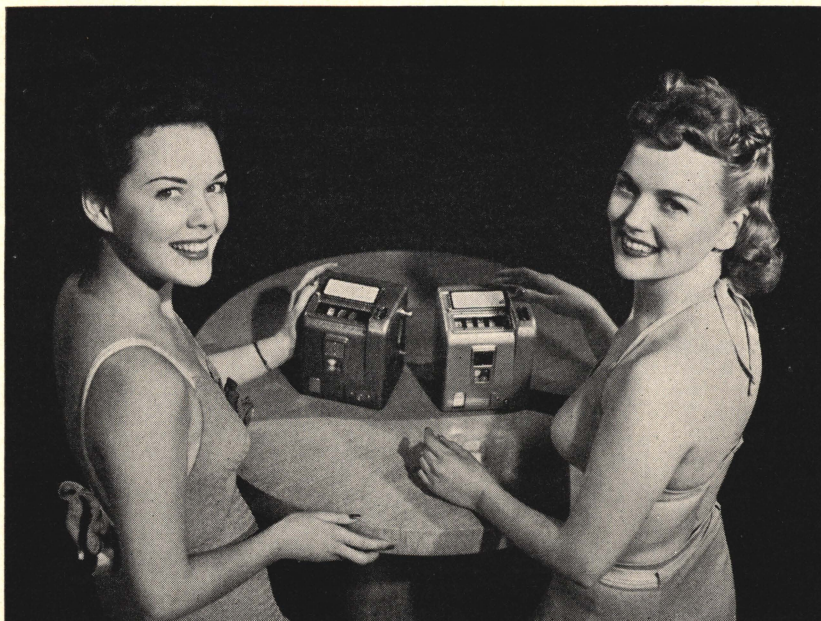
SEATTLE (RC) — The arcade boys are fighting mad and they don't care who knows it. When the city council passed the recent ordinance upping license fees and making it a felony for anyone under 21 to play an amusement device, they delivered a devastating setback to the chaps who are trying to make a legitimate business pay dividends on penny play. But the august members of the city council, who have shown a pathetic lack of foresight when it comes to dealing with the coin game, are not entirely to blame for this very evident faux pas. The Puget Sound Amusement Association erred, and the combined force of the blows have the arcade men groggy and reeling; but not out.

At the time the proposed ordinance was in the offing, Emmett Lenihan, Association adviser, announced at a meeting that an exception would be asked in behalf of the arcade men. Other members of the organization assured the arcadians that steps would be taken to protect their interests.

There is no record of any such action having been taken or even attempted. Lenihan privately admitted as much, declaring it was an "oversight." Perhaps it was, but while the arcade fellows sat back and confidently banked on the association to shield them against a blanket clause, the ordinance was sliding through to the mayor for signature without any revision or differentiation between pin games and arcadians. And a few mornings later, the arcaders woke up and found a large ball with a numeral eight staring them squarely in the face.

Backed to the wall by the proviso barring anyone under legal age from playing an amusement device, the arcade boys must now turn away the youngsters who formerly had such a whale of a good time. As a result, their volume has dropped off about one-third. If the city council—in fact, if the parents of Seattle's children—would prefer having their offsprings hang around the corner drug store or dodging traffic while playing in the street, in lieu of enjoying themselves in a fascinating but harmless arcade, then Hitler is an angel, President Roosevelt a Fifth Columnist, and the writer of this column is plain nuts.

March 1 is the date, the Mirror Room of the New Washington Hotel is the place,



A PAIR OF BABY BEAUTIES! No, not necessarily the gals (Jeanne Brown and Jerry Mitchell, Chicago's own modelling team), but

rather Daval's new twin small size counter games, Cub and Ace. Officials of Daval indicate they are swamped with orders for both games.

and a laboratory model of Rock-Ola's new "Tone Column"—flanked by Miss Leadership—will occupy the center of attraction. If you don't discover anything sensational in Rock-Ola's amazing new innovation, then you should have no trouble discovering eye-sensation in Miss Leadership, that shapely hunk of honey who adorns all Rock-Ola advertising copy. On hand as official greeters and demonstrators will be William Price, Jr., vice-president and director of sales, George Murdock, Western Regional Manager, and Ron Pepple, manager of Northwest Sales.

Gay hearts have turned to sadness; bright smiles have faded on Coin Row. "Ducky" McFarland, dashing operator and heart-throb specialist, has sold his route to Frank Countner and answered the call of his country. Starting on February 3, "Ducky" dropped his picturesque sobriquet and assumed the title of Sergeant McFarland, Gun Commander, U. S. Army. Coin Row's voice rises to a rousing crescendo in offering its best wishes, and hopes that "Ducky" won't forget to fire when he sees the whites of the enemy's eyes.

Vaudeville's ace quick-change artists

have nothing whatever on Thomas Gum when it comes to bringing in the new and lugging out the old. For the nth time in the past two years, the firm has changed ownership. M. L. Koser sold his interests to L. N. Belden and is taking a crack at the real estate business. The new major domo is a former North Dakota counter and pin game op.

Morrie Dickinson was exuberantly happy over his wife's meteoric success in the beauty parlor game, but now Morrie is rueing the day he ever let the little woman chuck her household duties for a career. Morrie's number is coming up fast in the draft, and because his better half is not dependent on him for support, Morrie is ripe for the picking. "I'd try to come up with a dependent, but time's too short for that," quoth Morrie.

After years of close contact with operators through his service work, Kenny Kemp pulled off his apron at Western Distributors, and said, "Let me show those guys how it's done." Whereupon, Kenny built up a pretty fair sized pin and phono route, which he operated profitably for months. Having proved his point, Kenny sold out to A. K. Lyons. He is now running an ice cream parlor.

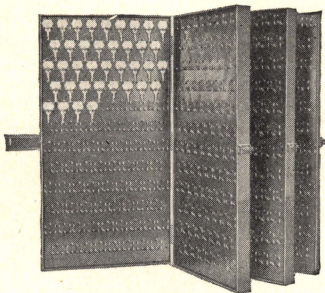
According to inside dope, \$22,000 passed hands last month when Alex Lewis sold his route of more than two hundred games to Royal Amusement. Alex headed for California to "rest up", and with that kind of dough, you can rest in any number of a dozen ways. Royal followed up this purchase by buying out Bill Waham's pin table route.

January was Blessed Event Month on the Row with no less than three proud pappies strutting their stuff. Curly Gohr, Western Distributors mechanic, came down with a severe case of Girlitis on January 1, when daughter Helen squawked her entry into this world. That's the third gal in a row for Curly; and, by the way, did you ever hear of a more unusual way of celebrating New Year's Eve? Phono Op Ray Corbin came through with a bouncing boy,

COIN
MACHINE
REVIEW

18
FOR
FEBRUARY
1941

LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966—Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18 1/4" wide x 34 3/4" high x 2 1/4" deep. Each intermediate section adds 1 3/4" to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

W. W. WILCOX MFG. CO.

564-572 W. Randolph Street
CHICAGO, ILLINOIS

PRICED TO SELL!

Evans TEN STRIKE, '39 model.....	\$30.00
Gottlieb SKEE-BALL-ETTE	30.00
Rock-Ola WORLD SERIES.....	35.00
Keeney ANTI-AIRCRAFT GUN, Refinished	65.00
BALLY ALLEYS	15.00
CHICKEN SAMS	67.50
Bally BULL'S EYES.....	85.00

MAC SANDERS

2837 West Pico Blvd.
LOS ANGELES, CALIFORNIA
REpublic 5161

while Bill Staed brought up the rear guard. When Michael John Staed, Offspring No. 1, stuck his head out of the bundle of blankets at Swedish Hospital on January 23, all Hollywood breathed a sigh of relief. Because pretty soon, instead of one, there'll be two doubles for W. C. Fields.

Not even in his most hectic ring days has Mickey Hannon, the ex-pug who made coin games click at Anacortes, looked as sorry a sight as last month. Mickey came to Seattle with the side of his face swollen like an inflated balloon. One eye, a thin and glinting slit, was almost closed. After a number of fruitless treatments for the optic, Mickey consulted his dentist, and found he was the victim of ulcerated teeth. The molars were promptly yanked and now Mickey's countenance is returning to normal.

Defining "Ubiquitous," Noah Webster says it means existing or being everywhere at the same time; and that's the adjective that is best suited to describe Les Beckman and Bob Allen at the Chicago Show. Hopping the United Mainliner, the two ops partook in every chin-fest, elbow-bend, and meeting held and more than compensated for their last year's absence.

Earl Heroux, who has smashed precedents galore since entering the arcade ranks, hung up another last month when he announced the sale of his three major arcade concessions to employees. The Fun Palace at Seattle went to W. O. Whitsett Jr., William Manuel, Otha Whitsett and Woodrow Whitsett. Homer H. Murray bought out the Redondo Fun Palace, and J. C. Whitsett laid it on the line for Seattle's Playland. That leaves Heroux in sole possession of the one-week-a-year Puyallup Fair arrangements. "Sow and ye shall reap." Having

put that idiom to practical usage for his workers, the veteran op will now concentrate on selling arcade equipment to his ex-employees.

COININGS ON THE CUFF—The Gambleer's Club (Charley White, president; Harry Weatherwax, vice-president; Bob Walker, chief kibitzer) got chilled tootsies when they gathered 'round for their daily card game on Western Distributor's floor, so the management accommodatingly built them a special booth . . . Howard Gray, formerly Alex Lewis' ace digger man, is now operating on his own.

Thelma Oliver is casting loving eyes at a 1941 Special DeLuxe Cabriolet, a sleek yellow eyeful with every modern convenience except built-in plumbing. . . Snake Shootin' Randy Norm has just moved into a new cozy four room home in Seattle's Lake Burien, designed and built by Loren Baldwin of the coin-operating Baldwins.

"Pulchritude, Inc." functioned at half-

Printing

PRINTERS TO THE COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

HOLDSWORTH PRINT SHOP
128 S. Alma St. Los Angeles, Cal.
AN. 16077

mast last month when Belva Eckstrand was floored by intestinal flu and forced to the sidelines for two weeks. . . . Taunted because he possessed but two dozen hairs on his upper lip, Jerry Fuzzy Steffan rose indignantly to his feet and shrieked: "I demand a recount!"

Words of Wisdom from a Coin Row Wise Man: "The new city ordinance specifies a \$250 annual license fee for jobbers of coin equipment; but why pick on coinmen only? Why should jobbers of other commodities be exempt?" . . . Smiling Ernie Murry, the Row's cheeriest service man, has landed sunny side up with Jack O'Connor's Royal Amusement. . . . Yesterday it was Kolembaum and Knowles, operators. A bundle of currency changed pockets—and today it's Knowles, sole owner.

Discovered: Another inventive genius in the Northwest. Ken Shyvers scooped the local phono industry with a new kind of wired music set-up that panicked the town, but Bud Kinney scooped Shyvers with a get-up which has jumped ahead of anything currently on the market.

"Positively sensational" is the word piped into the Northwest to describe Seeburg's "High Tone Symphonola," soon ticketed for a Seattle showing. . . . The army has one hand on Vic Abdo's shoulder, and all it takes now is a nod to deprive Johnny Michael of his ace serviceman. Vic underwent a physical exam on January 28. ♦

KANSAS CITY

Covered By
B. K. ANDERSON

KANSAS CITY, Mo. (RC) — Why is a kiss like a pinball game? At first look this appears to be a riddle, but it isn't. It's much more important than that. It's bread and butter in the mouths of Missouri coin machine operators.

Because a kiss and marble games have a very important point in common, Midwestern operators are entering what they believe will be their "Golden Era". They're increasing their locations in this bracket so fast that—as Carl Hoelzel of United Amusement Company, one of the local headquarters for this type of equipment, puts it—"our only black cloud is securing adequate delivery of equipment to take care of our immediate needs."

Yes, the pinball table operators are very happy and it's all because the courts have held, in a friendly case sponsored by Hobbes Inc., that pinball tables cannot be regarded as gambling devices under the Missouri law, which states that inducement of money or property must be present in a gambling device.

Thus all Re-play tables are held by the court to be entertainment and nothing more in that they do not make a return in property to the player. Part of this decision reads: "Things of value as entertainment, such as pinball or marble machines, are the same as love and kisses and are things of value but not things of property."

Refreshments, buffet lunch and music are in store for local ops, February 17th, at the United Amusement Company. Manager Carl Hoelzel has advanced his spring painting and redecoration to January to prepare for the event and announcements and invitations have been mailed. "If you didn't get one you'll be welcome anyway," he says. The banners are up, the Welcome Mat is out and it's expected to be quite a party. Incidentally, it's the Grand Showing

COIN
MACHINE
REVIEW

19
FOR
FEBRUARY
1941

of the new 1941 Rock-Olas and Miss Lead-ership is slated to be the official hostess.

If you're keeping your records up to date, change the address of the Universal Manufacturing Company to 405 East 8th St., Kansas City, Missouri. This is four blocks East of their former headquarters.

Also make the new address of the Acme Amusement Company read: 3124 Main Street, Kansas City, Missouri. This firm, owned and managed by partners Frank Fasone and Frank Buccero, has really set up a swanky new office and shop and are pointing more of their new 1941 efforts in the direction of automatic music.

Located for many years at 517 Gillis, January 1st of this year they moved out of the North End to take their present place on Coin Machine Row. They have been best known in the past as extensive oper-

ators of cigarette vendors and still maintain a long list of these locations.

It was Frank Fasone who was one of the first advocates of large volume Cigarette Vendors. He did a lot of work in this connection convincing operators that the fewer service calls they had to make per machine the better their profits would be. Also the firm was a pioneer advocate of SERVICE—meaning that this is the thing that holds the location. Acme's service policy is: You can best get and hold locations by changing machines at regular intervals, taking them into the shop for thorough cleansing and mechanical check-up, making "change" calls immediately when locations request them, maintaining actual 24-hour contact, holding customer's respect by continuously insisting that you both must make a profit, allowing any reasonable outside-of-operation service such as cashing his checks for him, and listening to his opinion about a change of machine operation, he says.

The Kansas City two-cents-per-pack cigarette tax still is giving many ops headaches. Opinion is split about 50-50, with some still clinging to the 15-cent price and others raised to 17-cents. In the case of the lower price the usual policy is to take the first two hundred packs per month for "front money" and then give the location one-fourth of a cent per pack on all sold over that number. This is accommodation service as far as most locations are concerned and many ask nothing at all.

Just how expensive this tax is to operators and locations is well demonstrated by Acme's records of a recent month during which time they paid \$1,642.00 into the City Treasury for the two-cent levy alone.

Operator Ivan Nelson of Kansas City, Kansas, reports the sale of a bloc of his vendors on location to a recently formed Kansas Syndicate headed by Gustav Ley. He'll retain certain interests in coin machine operation, he says.

R. W. Webb, head of General Vendor Mfg. Co., recently returned from attending his first Coin Machine Show in Chicago, reports that he found the Show very worth while and very interesting. He was puzzled, he said, by the small number of beverage vendors displayed there. His firm manufactures coin controlled beverage vendors.

What to do when the highways become icy and locations have increased demand for service and merchandise is the problem that Harold Sprague of Confection

Cabinet would like to have answered for him. This firm, which specializes on candy bar vendors in theatres, covers a large Missouri and Kansas district and when the State Highway Departments start putting out "Travel at your own risk" bulletins due to snow or ice storms in the area, you can bet that Confection Cabinet will get to their locations but it won't be a trip to cause other ops envy.

Local operators still haven't stopped blinking at the magnificence of Central Distributing Co.'s new building. The Parts Department alone, with its uniformed attendant, they say, is just something they never expected to happen to the coin machine business in this area. Central's entire ground floor is now given over to automatic music. Other equipment is displayed and stored on the second floor.

Perhaps one of the most important announcements of the month comes from this firm. According to Finley Mason, Central have sold out their entire operating part of the business. Formerly one of the largest automatic music operating firms in the Midwest, they have found it increasingly necessary to devote all their attention to expanding automatic music distributing functions.

The report is that Eddie Nettleton and Frank Murray, important local music operators, will shortly occupy the quarters on West Linwood formerly occupied by Central.

Thugs Relieve Op Of \$900 In Nickels

ST. LOUIS (RC)—Harry Heier, collector for the Automatic Cigarette Sales Company, reported to police that he was robbed of \$900 in nickels and dimes by two men, who held him up as he left a store at 517 Koeln avenue at 2 o'clock, January 20th, in St. Louis.

The men displayed no weapons, but one placed a hard object against his back and forced him to get in the rear seat of his automobile and lie on the floor, Heier said. The robbers then drove to an alley in the 7400 block of Vermont avenue, where they took a bag containing the coins and transferred to another machine. They drove away after ordering Heier to stay on the floor in his machine until they were out of sight.

Heier said the men were young and neatly dressed, but he would be unable to identify them.

COIN
MACHINE
REVIEW

20
FOR
FEBRUARY
1941



A NEW COUNTER SKILL GAME WITH
EARNING POWER OF \$1.00 PER HOUR



ORIGINAL!
NOVEL!
EXCITING!

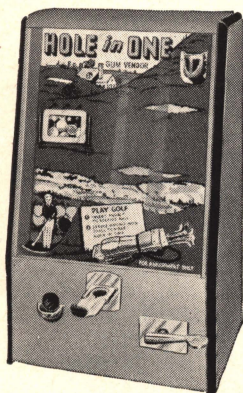
A ball of gum is vended in front of a realistic golf manikin who holds a swinging club which is controlled by the player. Genuine skill is required to make a "Hole in One." All skillful hits are recorded. Requires only 1 1/2 inches counter space. Height 18 1/2 inches. Ball gum capacity 750 balls of 1/2 inch gum.

Operator's Price

\$17.50

We can supply 1/2 inch Ball Gum at 15c per lb. (150 Balls to lb.) Minimum shipment, 25 lbs.

SPITFIRE
1c COUNTER SKILL GAME



Here is a game with an up-to-date idea! A ball of gum is vended into a moveable aeroplane that is controlled by the player. Below the plane is a battleship with two funnels. Skill is required to release the ball into one of the funnels. All skillful hits are recorded. A fascinating game with big earning power!

ONLY
\$17.50

GUM CAPACITY 1,000 BALLS

• IMMEDIATE DELIVERY •

D. ROBBINS & CO.
1141 De Kalb Ave.-Brooklyn, N.Y.

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!



Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at \$2.50 daily.

HILTON HOTEL
AND AWE-INSPIRING SKY ROOM

Ghost of the Crazy Dutchman

A TRUE "STRANGER-THAN-FICTION" ACCOUNT
OF HOW A GHOST KEEPS A VIGIL OVER GOLD
IN THE SLEEPY HILLS OF WYOMING.

John Hansen wiped the pelting grey snow out of his eyes, stopped in his tracks, shouting to make himself heard above the howling wind. "Larry," he called and the sound of his own voice calling against the wind, gave body to his panic, "Larry, something is wrong!"

The dim figure of Larry Stewart crowded close, his head almost touching John's as he answered. "What is it, John?"

"The canyon," John shrieked back. "It should be narrowing down. Instead, it's widening out."

When Larry didn't answer, he turned his back to the wind and the snow flurry. "We missed the trail, Larry. God knows where we are."

Larry huddled close. "How could we have gone wrong, John? We headed straight for the canyon as soon as we'd hung our elk."

"God knows, Larry. Our trail ran head into the wind. The wind must have shifted and the snow and night coming on kept us from seeing landmarks."

Larry said nothing and about them was the terror of the night that, with the coming of the storm had settled down with the suddenness of a light turned off. Both pair of eyes strove to penetrate the swirling fog of snow. There was nothing but white emptiness and the faintest outlines of unfamiliar mountains.

Twice Larry tried to speak and at last the words came, giving body to their panic. "John—John, what are we going to do?"

John shifted his shoulders to shake off the burden of wet snow. "There is naught to do but to keep moving. When we don't show up, they'll send a search party out from the ranch."

"John," Larry's voice held a sobbing fear, "we may be going away from the ranch. Let's go back to where we hung our elk. That's where they'll look for us."

John held his voice steady though the shrieking, tearing wind was battering at his control. "I would do no good, Larry. We told them we'd do our hunting in the marshy meadows along Willow Creek. Following that buck took us in a half-circle. Come on, we've got to keep moving. After a time we'll fire our rifles ever so often. They won't be worried about us yet, no use wasting shells. Come on, Larry."

Larry's hands pawed at John. "John—we'll be lost. We'll die in this storm." He ran a few steps, turned, rushed at John and shook him with frantic hands. "John! John! We'll die I tell you." His voice was a shrieking sob that blended with the wind.

John drew back his arm and the sound of his gloved hand meeting Larry's face was a dull report above the wind. "Be quiet. You'll do no good acting like a madman. We'll go on. If we find shelter we'll build a fire and wait for morning. Keep your wits about you, man!"

"Every year hunters get lost and are never found," Larry whined. Despair shook his voice. "They'll never find us."

John laughed though the wild storm, the

night, and the feeling of being lost were undermining his own nerves. "Such nonsense you talk. Get moving man or we'll soon look like Lot's wife."

Walking close together, slipping over rocks, stumbling over slight depressions they went ahead. The wind whipped snow into their faces until they were raw, its eerie moaning flayed their nerves. Larry ran full into a low bush, went to his knees, stayed there. "I can't go on," he said wearily sinking down into the snow. "We're just kidding ourselves, John. We can't keep alive until morning. Not a chance in a million of their finding us. I'm not going another step. Why, we may be getting farther from the ranch every minute."

John's voice was brutal as he shouted. "Stay there and freeze if that's what you want. But you'll do it alone." Doggedly he faced into the bitter wind.

Larry stumbled to his feet, ran to catch up with the shadow that was fast being obscured by the snow. Neither spoke, both leaning forward against the force of the wind.

The going was rougher now. Huge rocks impeded their progress, laid in wait to bruise them, send them sprawling. They doubled over like animals, going on all fours, feeling their way. The shriek of the wind rose, sounding like the laugh of a maniac, echoing and reverberating against some unseen barrier.

At last John stopped, lifted his rifle. "They might have missed us by now, Larry. I'll fire three shots."

The noise of the shots seemed to hang about their heads, held and muffled by the blanket of snow. "It's no use," Larry despaired. "That sound wouldn't carry fifty feet. Might as well admit we're licked. John, for God's sake don't let me freeze. Shoot me! Anything to get me out of this!"

Utter panic cracked John's voice, but he held it steady. "Get going," he snarled. "Get going or I'll beat your yellow belly in." He brought back his foot and slammed it into the other's crouched figure. "Get up and march!"

Minutes, hours, days, eons of time passed as they fumbled their way over rocks, around trees that suddenly loomed out of the snow. Once they ran into a sheer cliff and must work their way cautiously down and around it. They seemed hemmed in by mountains, though the furiously lashing snow left no crevice or corner free for shelter.

"I'll try another shot." John again

brought his rifle up. The sound seemed to rise and vanish on the wind. "Larry," John's voice rose in faint hope, "The wind carried it. Buck up, man. We'll get out of this yet."

Larry's response was only a mumbled, "I tell you they'll never find us. We couldn't hear them if they did answer." They were silent, huddled together, the wind laughing about them in fiendish glee. John's head came erect with a jerk, his fingers clutched Larry's arm. "Larry! Listen, man!"

Larry raised his head, his whole body tensed and a wild shout rose on the wind. "Come on," he ran, stumbling and half-falling.

John followed, catching up. "Take it easy, Larry. This wind makes sound deceptive. We've got to follow the direction of that call."

They paused and listened. Again the hollow, far-off call sounded above the wind. "It's off to our right," John said. "Come on, Larry. Keep answering."

They veered to the right, scrambling over rocks, shouting and calling, pausing now and then to listen. Gradually they lost the feeling of being hemmed in. The rocks gave way to open smooth going, the call seemed no closer, but always in the distance ahead of them.

With the going better, they were going at a dogtrot, pausing only to listen and shout. Then John grabbed Larry, pulling him to a stop. "Larry, look. Ahead. A light."

Just a faint twinkle, coming now and then through the curtain of snow. Both were panting for breath, both almost too strained and tired to move, but they forced their legs to run, their breath to come in labored gasps.

John crashed head-on into a fence, sat down suddenly in the snow. He rose laughing. "It's the ranch, Larry. This is the corral fence."

They followed the fence, came to the path and followed it to the side door. John pushed the door open, stood blinking in the sudden light. Larry pressed him forward into the room.

The six men grouped about the fireplace turned to stare. Old Dad, dude rancher, the oldest rancher in the Hole, gave a shout. "Am I glad to see you boys! I've cussed myself ever since it started to snow for letting you go off without a guide. This is your third hunting season and you know the country pretty well, but I hadn't figured on snow. We were getting worried. Figured if you didn't show up in a half hour, we'd start out looking for you."

John's and Larry's glances met. "You mean," John asked in a whisper, "that no one has been looking for us? You didn't hear our shots?"

The men looked from one to the other. Old Dad's eyes narrowed to bright slits. "You boys been lost?"

John nodded. "We got our elk just as the storm began. Followed him all day, killed

COIN
MACHINE
REVIEW

21
FOR
FEBRUARY
1941

An
OUT-OF-THE-INDUSTRY
Feature
by
E. A. MOSES

WORLD'S GREATEST all around ELECTRIC TOOL

DRILLS - GRINDS - SANDS - SAWS POLISHES - SHARPENS - CARVES

The new **WHIZ ELECTRIC TOOL** is the handiest power tool ever made. A rugged tool for power and precision work. Drills thru $\frac{1}{4}$ inch iron plate in 42 seconds or engraves intricate designs. Handles any material: Metals, Woods, Alloys, Plastics, Glass, Steel, etc. Saves time. Eliminates labor. Plug into any socket, AC or DC, 110 volts. Chuck $\frac{1}{4}$ inch capacity. Ball bearing thrust. Powerful triple-gear motor. STANDARD MODEL with Normal Speed (uses 200 different accessories, instantly interchangeable). **Price only \$7.95.**

ONLY
\$7.95
POSTPAID
GUARANTEED
FOR ONE YEAR



THE ONLY DRILL-TOOL WITH A FULL YEAR'S GUARANTEE

FREE—Accessory outfit (value \$2) includes set of drills, mounted $1\frac{1}{2}$ inch grinder, sanding discs, cutting wheels, mounted brush, polishing wheel, carving burr, etc. **FREE** with each Tool ordered **NOW**. We pay postage.

10-DAY TRIAL — MONEY BACK GUARANTEE

PARAMOUNT PRODUCTS CO.

Dept. 2CMR

545 Fifth Ave.

New York, N. Y.

COIN
MACHINE
REVIEW

22

FOR
FEBRUARY
1941

him in the marshes along that meadow where Sawmill canyon fans out. We started up the canyon just at dark. Must have switched directions in the storm. After we'd walked a mile or better—when the canyon should have been narrowing, we were in open country."

Old Dad studied them. "How'd you get home?"

Again John's and Larry's glances met. John cleared his throat, sunk in a chair beside the roaring fireplace. "You know, Dad, I can't figure it. We got into a place where we had to make our way over rocks. Big rocks—tumbled and sharp.

"Felt like we were in a pocket with the mountains holding us prisoners. We were pretty discouraged. I tried a shot. The wind was wailing like a banshee, but above it we could hear a voice calling. It sounded a long way off. We followed the sound. We'd stop and shout and it would answer. We didn't catch up with it but pretty soon we were in the open. We could hear it. Larry," John turned, "did you hear it after we saw the light?"

Larry shook his head. "Forgot about it."

John thought over each word, placing them carefully. "We thought you had sent out a searching party." He jumped to his feet. "Dad! There must be someone else lost out there. He can't have gotten far. We've got to find him!"

Not a man moved. Their eyes instead of meeting John's, were glued to the floor. "Dad—" John began.

Dad moved and the men raised their eyes to meet his. "The Dutchman," Dad said slowly.

John let his glance search the men's faces. "The Dutchman?" he asked Dad.

Dad nodded his grizzled head. "Get your things off, John and I'll tell you about it. Ling," he shouted toward the kitchen. "Bring in the whiskey and put some coffee on."

When John and Larry were comfortable, Dad began. "You see John, you've met The Hole's famous ghost."

Dad's eyes squinted at the fire. "Long before there was a white man in The Hole, a party of seven men started from the Montana gold fields to go to Saint Louie. It was a foolish thing to do for the coun-

try was full of Blackfeet and Crows. The Injuns were getting right hostile about them and a white man wasn't safe out alone. Well this party was traveling fast, figuring to get to Saint Louie before winter hit. But a blizzard caught them here in The Hole. They holed up in a cave—dug in to wait for the storm to quit. They had a long wait because one blizzard followed on the heels of another.

"They tried to fix up the cave so's they'd be comfortable. In digging around they run into a vein of gold that would have made them all rich."

Dad's thoughts seemed lost in the dancing flames of the fire. Not a man stirred. At last he continued. "They decided to give up their trip to Saint Louie. Decided to make it back to Montana, spend the winter there, come back in the spring and work the mine.

"The weather had cleared but they stayed, putting up a rude cabin at the mouth of the cave. This was gold—the strike they'd dreamed about—and they hated to leave.

"Matter of fact, they forgot everything but the gold. Forgot they were in hostile Injun country. But the Injuns had been watching them. One day the Injuns sneaked up and when they were through, there wasn't much left—just the mutilated bodies and the smoking ruins of the cabin."

Old Dad sighed, shifted in his chair. "The Dutchman was the only one left. He'd been out after meat when the Injuns attacked. It wasn't a pretty sight that he found when he got back. He knew there wasn't anything for him to do but to get out of there, pronto. The Dutchman stuffed the gold they'd cached in his pockets and headed for Montana.

"No one ever figured how he got through alive. What with Injuns, winter setting in and his only food what he could get off the country, he must have had a tough time. He reached the gold field almost dead from starvation and exposure. They tell how he came into camp, his clothes in ribbons, his beard a foot long and his eyes crazy and almost blind. But he still had the gold.

"Well, spring came and pretty near every man there who hadn't made his strike,

started back with the Dutchman to find his mind.

"It was a gold-mad rabble that began that trek. They traveled night and day. The gold fever was in their blood and even the threat of Injuns couldn't stop them. At last the Dutchman told them they should reach the mine the next day. I guess they really raised Old Ned that night. The story goes that the camp never even went to bed—just drank and caroused all night.

"About noon the next day, the Dutchman told them they were almost there. He had been acting strange. The closer they got, the queerer he acted. That last day as they raced toward Eureka—the gold miners dream—the Dutchman broke away. He began running like a man pursued by demons. He was shouting, cursing, waving his arms and shaking his fists against something that threatened him.

"They caught him, but he was stark raving mad. They waited for days, caring for him, trying to bring back his mind. When they saw it was hopeless, that the horror of that day had taken possession of his senses, they spread out and began to search for the mine.

"Well—" Dad shook his old head. "Not a smell of gold did they find. They searched all summer but when winter threatened they began to move out. Only one man stayed—one man and the Dutchman. He figured he'd stay and maybe some day the Dutchman might regain his senses. They lived together in a cabin for years and even the Injuns were afraid to molest them. The Dutchman died without ever revealing the location of the mine.

"They're still looking for it, boys. Every once in a while some hunter or prospector comes in with a tale like you've told. Always it's something to drive or lure them away from a certain spot. The funny thing about it, no man has ever been able to return to the spot where it occurred. I knew an old trapper who swore he'd been lured away by a fox—a fox with a pelt that was like silver moonlight. He never caught up with that fox and when he tried to return, he couldn't find it. He swore it just disappeared. Every time it happens the country is overrun with prospectors for a while."

Dad's eyes twinkled as he looked at them. "Think you boys could take us to where you heard the voice?"

John grunted, but Larry shivered, his face pale as he answered. "It really happened, Dad. We heard that voice as plain as could be. We wouldn't be here if it hadn't guided us. I still think there must be someone out there. I think we should send out a searching party."

Dad's eyes twinkled as he looked at them. a thing, son. No one will ever find the Dutchman or his mine. You boys forget it and go to bed. We'll take the horses and go after your elk first thing in the morning." ♦

for PICTURES It's MOTT

For portraits and commercial shots you cannot get better work at a fair live-and-let-live price. We are official photographers for the industry. Our work appears in every issue of this publication. Call us and be assured of a perfect result. Ask for

Bernard Merge at
MOTT STUDIOS
2115 Pico Boulevard EX-2458
Los Angeles, California

NEW YORK

Covered By
IRVING SHERMAN

NEW YORK (RC)—My, my! Was this a lonely outpost during convention week! You'd think we were stationed in the Chinese Sudan. Operators, jobbers, manufacturers—all were as scarce as Mussolini victories. Beg pardon! We did spot one op. He was looking at a slug and wondering what they use for money in this town.

But is business good! Mutoscope is doubling its production staff, they tell us. Earl Winters, Al Blendow, and et al, are so busy these days they failed to notice there was a Convention Week. Just wait until Bill Rabkin gets back, boys. He'll lay it on the line!

Idea of the month: An open meeting at which operators and their wives can get together. Too many wives have been complaining about husbands being too busy. And husbands are up on the carpet every Monday and Tuesday. Why not have the association square things for everybody and incidentally knit the trade closer together?

Are coinmen missing on the display idea? Operators, like jobbers, sell to retailers, and among jobbers outside the coin machine trade, cooperation with their outlets is the main consideration. Display material, store cooperation and promotion is a great way not only to build good will but also sell the machines to the public.

Have you heard the latest? A mouth wash dispensing machine is in town with the inventor looking for a backer. The idea is simple. A container holds several kinds of mouth washes and the insertion of a coin releases a pre-determined amount into a cup. Ideal spots mentioned are public lavatories, hotels, railroad stations, etc.

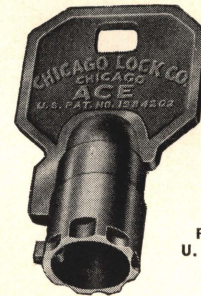
It's coming, and coming fast. The CMA of New York has set the date for the blow-out of the year: March 15, Main Ballroom, Hotel Pennsylvania. Special Notice: This is a testimonial affair honoring Robert Z. Greene, of Rowe. In all seriousness, if there's anything in town that tops the entertainment and gourmanding offered by New York's CMA, we haven't run across it—unless it's the famed Wurlitzer blowouts. But then Wurlitzer is the grandpappy who showed 'em how, way back when Pickett charged.

The music crowd is going places. Biggest surprise of recent years is the play phonographs have been getting. Remote control was the crowning triumph. Quoting one of the Seeburg boys: "We can thank the trade press for helping us steer the operators right. When things were kind of low, some of the boys were listening to an element that thought risqué records might answer the problem. That would have been the last thing to help. Today a man can take his wife and kids to hear a machine and it's like old home week. We in the trade can be very pleased with ourselves."

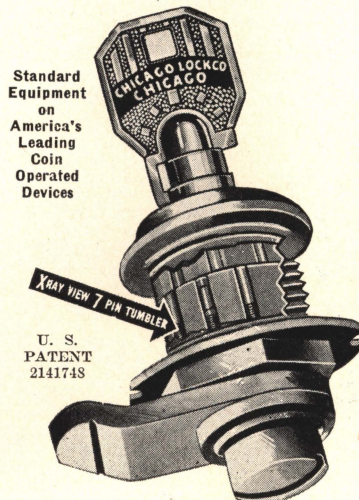
We nominate for the prize of the month, Detective Bunderstein of the Manhattan Division whose ears may not detect whether it's Beethoven or Bach but who, assigned to the coin machine detail, picks the slugs up by ear. He makes all the rounds and just listens as players approach the machine. If the drop in the box doesn't jingle with the proper tremolo, Bunderstein doesn't have to see what went in. It's a sure thing a slug was dropped, and no currency Uncle Sam issues. So far, Bunderstein has been cleaning up and operators

Here's the ONLY Lock

that gives you this
PATENTED
Chicago "Ace" ROUND Key
and the **PATENTED**
Chicago "ACE" Lock



Protected by
U. S. PAT. NO.
1,984,202



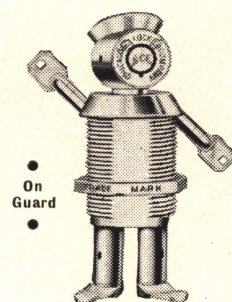
Standard
Equipment
on
America's
Leading
Coin
Operated
Devices

7-Pin Tumbler Mechanism

See illustration to the left showing how seven, unique pin tumblers operate horizontally in parallel sockets surrounding cylinder. Note round, tubular construction of the Chicago "Ace" Key, with its unique muzzle . . . ONLY the correctly cut Ace Key will properly engage ALL seven tumblers and open this ACE of ALL locks. . . Can be master keyed or keyed alike.

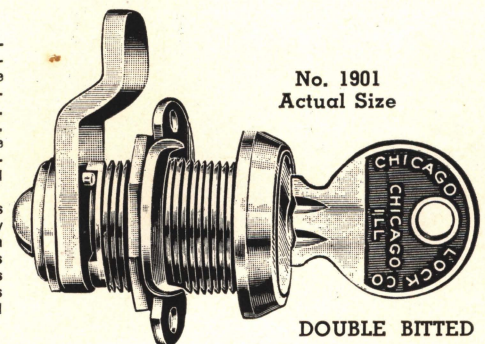
NOTE: Ace Locks are made entirely of steel and brass—no die cast metal used . . . Center Post case hardened to prevent drilling.

Remember — There's a Chicago Lock for Every Need



On
Guard

. . . for new equipment or replacements . . . Ace Locks, Single Bitted Locks . . . Padlocks, too . . . and all insure "UTMOST Security, MINIMUM Cost." Also manufacturers of Cylinder Key operated, Switch locks for airplanes and burglar alarms for manufacturers of airplanes and burglar alarms.



No. 1901
Actual Size

DOUBLE BITTED

Write for Catalog of Complete Line

CHICAGO LOCK CO. 2024 N. RACINE AVE.,
DEPT. 92, CHICAGO, ILL.

might keep the officer in mind in case they would like to show their appreciation some day.

Word comes that ye old art connoisseur and art patron, Larry Serlin, is swimming into our ken again. For a time Larry, what with his etchings and oils, was too busy to pay attention to such a prosaic matter as eking out ye precious shekels, but at the moment he has reformed and has promised not even to go near an art gallery—so help him!

The shutting off of the European market has set some of the jobbers to thinking about South America. What about the market "South of the Border?" Inquiries directed at us have been referred to the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washing-

ton, D. C. If you write them, they'll let you have the dope.

Are the independent operators playing fair with the future of the business? Cashing in on the benefits and advances of the organized groups, the independents want the gravy without even paying for the meal. Surveys undertaken by the Amalgamated and its sister organization, The Greater Amalgamated of Brooklyn, show conclusively that where trouble has arisen because of unethical practices it has been mainly among the independents who try everything that the traffic will bear; then when they're burned, appeal to the trade to save them on the ground that everybody is involved. Being a dog in the manger is not as venal as being the hog in the other fellow's garden. ♦

COIN
MACHINE
REVIEW

23
FOR
FEBRUARY
1941

Minneapolis Show Set For March 25, 26

MINNEAPOLIS—Sponsored by the Minnesota Amusement Games Assn., Inc., dates set for the Coin Machine Show covering the Middle Northwest region, are March 25 and 26. Last year's show, credited with being one of the finest sectional events in the country, had representatives of all leading manufacturers in attendance. This year, with more favorable dates, even finer co-operation is expected to make this a record-breaker among single-area gatherings, according to Don Leary, publicity chairman.

In some ways, Leary asserts, the regional show has advantages superior to a national affair, for it makes it possible for the operator to meet the jobber with whom he does business, and it gives those operators who couldn't get to Chicago a chance to attend a full-fledged coin machine exhibit where they can meet fellow-operators and see the largest display of equipment anywhere in the country since the Chicago show.

The evening of March 26 has been set aside for entertainment of the operators with a banquet, followed by entertainment and dancing to a really fine orchestra. Over 800 are expected to attend this affair, which will be held in the new ballroom of the Radisson Hotel.

Officers of the sponsoring Minnesota association are: President, Thomas H. Crosby, of Faribault; vice-president, Kelly Diedrich, Chaska; secretary-treasurer, A. S. Buck, White Bear Lake; field secretary, Peter Van Neff, St. Paul. Association directors include: Marty Farrell, Grand Rapids; Charles Potter, Fairmont; Fred Norberg, St. Peter; Fred Neuman, Archie Pence and Harold Lieberman, Minneapolis; G. L.

Pease, Breckenridge; Jesse Rose, Sauk Center; and Leonard Michaud, Litchfield. ♦

Robbins Penny Games Break Show Records

BROOKLYN, N. Y.—More orders were booked by D. Robbins & Co. at the Chicago Coin Machine Show this year than at any previous gathering of coinmen, according to report of Dave Robbins, head of the firm.

Robbins asserts that "Our Hole In One and Spitfire—one-cent counter skill games—were exactly the type of game needed by operators who want a steady income with small investment, and an important feature on these games is the register which enables the operator to know the exact amount of skill awards paid out by the merchant." Increased production for prompt shipment, mechanical perfection and player appeal, and legality of the equipment in most territories by reason of the ball gum vendor, were also stressed by Robbins. ♦

Secretary—Oh, Mr. Hemingway, there's a bill collector outside. What shall I do?

Boss—Bill collector, eh? Well, give him that pile on my desk.

TIMING DEVICES

Electrical or Mechanical
For every coin machine need
We supply leading manufacturers

ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

GROETCHEN TOOL CO.

announces the appointment of

JOHN KAGAN

WESTERN FACTORY REPRESENTATIVE

for

GROETCHEN PRODUCTS

PIKE'S PEAK

KLIX

CHAMPION

DIAL-IT

LIBERTY

MERCURY

IMP

SPARKS

ZOOM

POK-O-REEL

Now Available for Immediate Delivery

from Stock in the West

JOHN KAGAN

978½ Stearns Drive

Los Angeles, Calif.

WAlnut 6074

Bally Rally At Fitzgibbons

NEW YORK—Calling together all members of his organization on his return from the Coin Machine Show, John A. Fitzgibbons held what he termed "Our first inter-organization Bally Rally." Stressing the ready acceptance of Bally games at the Chicago affair, Fitzgibbons declared: "We want our organization to be as familiar with these facts as we who attended the Show are, so that, whenever discussion of any type of Bally product comes up, every member of the staff will know both the answers and the details of the machines.

"We feel that this Bally Rally is a good idea. It is our hope to enlarge it, eventually to include all the operators and jobbers in our territory, and then hold a really big Bally Rally to acquaint them with Bally efforts in their behalf to bring them the best and finest equipment.

"Operators who were at the Show and who have visited with us since, agree that this is going to be a big Bally year. The games we have been placing on the market meet conditions for all operators, regardless of territory and requirements. We have something for everyone, ranging all the way from counter games to our Bally Beverage Vendor, and not forgetting our replay novelty games, pay-tables, consoles, guns and other equipment."

Fitzgibbons reported that shipments of new Bally equipment—including Flicker, Blue Grass and Defender—were leaving his headquarters at a speedy rate, and that business had jumped far over the corresponding period in 1940.

The report of George Jenkins, Bally general salesmanager, that orders booked at the Show would keep Bally Broadcast in volume production for an indefinite period, was also stressed.

The game, Fitzgibbons pointed out, features high-score, rotation and the popular top-o-dial idea combined in a novel way with ball return and a unique feature whereby the value of bumpers can be boosted by skill. The game is novelty five-ball, with replay.

The new nickel-dime-quarter wall or bar box was also said to have won high recognition in the form of large-volume commitments. ♦

Games Approved By A.O.L.A.C.

LOS ANGELES—Games approved for immediate operation by members of the Associated Operators of Los Angeles County, Inc., at an official board meeting late in January, include: Attention, Broadcast, Cross Line, Flicker (by Bally Mfg. Co.), Defense (Baker Novelty Co.), All American, Sports Paradise, Strat O Liner (Chicago Coin), Duplex, Stars, Zombie (Exhibit Supply Co.), Four Roses, Metro, Seven-Up (Genco), Champ, Paradise, Schools Days (Dave Gottlieb) Repeater (J. H. Keeney Co.), Anabel, Armada, Hold-Over and Sara Suzy (Stoner Mfg. Corp.)

Emphasis on patriotism was indicated in an official bulletin reminding members of two important city elections, a primary and a general election, in April and May, with dates for final registration and first and last days to obtain and return absentee voters' ballots. ♦

Simple: "Do you know why a duck walks softly?"

Simpler: "No, I don't."

Simple: "Because it can't walk, hardly."

"What Is Astrology"?

By HELENE PAUL

Contrary to the opinion of many, astrology is not guess work, nor is it a religion, nor is it fortune telling, nor does it interfere with religious beliefs. It is not necessary for one to believe in it in order to derive its benefits. It is an ageless science. Since it has persisted through countless centuries of persecution and criticism, it must have been of great service to humanity. Through ever-increasing proof of its accuracy in guiding the activity of human beings, it is becoming more useful every day.

The following is an excerpt from a recent article by Edwin C. Hill:

"Astrology is 'bunk.' Any sound scientist will tell you that. Therefore, it is a bit startling when the eminent Dr. William F. Peterson of the Illinois College of Medicine concludes, after elaborate research that your chances of becoming either a genius or a lunatic depend upon your birth date.

"Astrology has been going for many centuries in some form or another, starting long before the Babylonians. Dr. Peterson is not an astrologer, but he is the first man to make a large scale check—covering many thousands of persons—on the theory that your birth date has something to do with your talents, your fortunes, and your personality. He finds that it has. If you were born any time between September and March, your chances of keeping out of jail and out of red and of being a success are a whole lot better than if you happened to be born in some other month," says Dr. Peterson, professor of pathology and bacteriology, after extended researches which undertake to explain not only what happens, but why.

Hill concludes—"A newspaperman of my acquaintance amused himself several years ago by checking up on the prophecies of economists and astrologers just before the big smash in 1929. The astrologers won in the percentage of accurate forecasts."

Then there is Dr. Harlan Stetson of the Massachusetts Institute of Technology who has written many books on the effect of sun spots on radio reception, stock market, earthquakes, and general prosperity. Surely, if sun spots can affect us here on earth, the vibrations of the planets must have far greater significance.

Dr. Alexis Carrell of Rockefeller Institute, who wrote that truly remarkable book, "Man, the Unknown," tells us as follows: "Long before becoming interested in the constitution of their bodies, they meditated on the sun, the moon, the stars, and the tides. Galileo reduced the earth, the center of the world to the rank of a humble satellite of the sun, while his contemporaries had not even the most elementary notion of the structure and the functions of the brain, liver, or thyroid glands." There are many other scientists—men of profound learning and knowledge—too numerous to mention here, whose research testifies to the accuracy and authenticity of the effect of planetary vibrations on human beings.

Science is measurement when it deals with measureable media, such as astronomy, mathematics, and engineering, but it is not measurement in psychology, psychiatry, sociology, criminology, economics, political science, materia medica. These are not measureable—yet who among us do not recognize their value?

Astrology, in a personal analysis, combines astronomy, mathematics, psychology, and philosophy.

We are all human radios, composed of the vibrations surrounding the earth, responding to them in precisely the same manner as a radio. We have periods of "static" which are equivalent to those intervals of personal depression, inadequacy, fear and failure—when everything seems to go wrong. Then we have periods of "clear reception" which are equivalent to those intervals of exhilaration, self-confidence and superiority, which come only from success. In the field of radio, those little portable radios without any outside connection whatsoever, through which we receive messages from all parts of the world at the turn of a dial, are definite proof of the strength of etheric vibrations and their importance and effect upon human life. Surely, if a little bundle of wires inside of a wooden case can respond to the vibrations, how can there possibly be any doubt as to our response to those vibrations of the cosmos and their effect on our activity—we, who individually represent the complete evolution of the earth, and are each a universe within ourselves.

In the succeeding issues of this magazine, there will be other articles, applying astrology to you and your problems—describing the weeks ahead—telling you when your most favorable periods are coming—so that you may use every good day to your own greatest possible advantage. ♦

An Astrological Portrait

of
MAC MOHR

Western Representative for The Daval Co.

BY HELENE PAUL

The "celestial blue print"—otherwise known as the "horoscope"—of Mr. Mac Mohr of the Daval Company, reveals many interesting if contradictory qualities.

Mr. Mohr was born August 5th, with three planets in the dramatic fiery sign "Leo." This makes him a natural leader, frank and outspoken. Ambitious and independent, he is extremely conscientious, industrious and very persistent. He must "rule the roost"—he must "boss the party"—and he can do a good job only when he is placed in a superior capacity. Impulsive and forceful, he is demonstrative in manner, yet unusually good-natured, and very generous. He has high ideals, and while fond of power, will not "stoop to conquer", no matter what the compensation may be.

Quick to anger, but very forgiving, Mr. Mohr does not hold a grudge for long. He takes himself and his duties very seriously, and is an extremely hard worker.

The moon in Cancer adds a totally different and contradictory quality. This vibration makes him highly sensitive, emotional—giving him something of a feeling of inferiority at times, which naturally he hides from the world. He is extremely sympathetic and humane in this vibration, with a great sense of responsibility to his domestic ties. He must be an excellent son and a very good husband and father—and an excellent provider. In fact, he is excessively

generous to those he loves, and with those he wishes to impress.

Other aspects of his natal constellation emphasize his great enthusiasm and perseverance, and his ambition. In addition to all these qualities he has great self-confidence, is extremely analytical, and subtle. He is extremely intuitive and should be guided by his hunches, especially at crucial moments when quick decisions are necessary.

The immediate future is an extremely interesting one for him, but it would be well for him to know when certain opportunities are coming, in order that he may be adequately prepared to take advantage of every favorable moment.

There are no sadder words in any language than—"If I had only known!" ♦

WHEN WERE YOU BORN?

If you were born between February 1st and 20th, you were born with the "sun" in "Aquarius." This is only one of the ten planets that are responsible for your qualities, and everything depends upon your day and year of birth. However, this gives you certain general characteristics—that is, general insofar as other people born under this sign are concerned.

You are very radical and advanced in your ideas; in fact, you have strong likes and dislikes, and are apt to care very little for public opinion. You are easily influenced by kindness, and slow to anger, and, will go out of your way to help those in need. You are willing to learn from everyone—even a little child! Patient and humanitarian, you usually give the benefit of the doubt more readily than people of other signs. Willing to live and let live,—you must have freedom, and you dislike being asked personal questions.

Curiously, three-fourths of the inhabitants of the "Hall of Fame" were born under *your* sign, and it is their originality, their intuition, and their determination to succeed that put them there.

1941 promises an extremely eventful year for you—and you should know just what to do and when to do it. A personal analysis is recommended, but—in the meantime, you may be interested in experimenting with the coupon below—regardless of the month in which you were born. You will learn a good deal about the characteristics of your friends and various members of your family. The analysis you will receive has been done with unusual care and attention to detail. ♦

(Would you like to know more about a certain person's little idiosyncrasies so that you can handle him more successfully? Many important problems are solved through information that astrological analyses afford. To get such an analysis, send exact birthday—year, month and day—plus a stamped self-addressed envelope and 10c to cover clerical costs for each analysis you want.)

HELENE PAUL
c/o Feature Bureau
50 East 42nd Street
New York City.

Please send my astrological analysis. My

birthday is.....
MONTH DAY YEAR

Name.....

Address.....

City.....

Enclosed find stamped, addressed envelope and 10c.

COIN
MACHINE
REVIEW

25
FOR
FEBRUARY
1941

Impressions

(Continued from Page 15)

phonographs, and uses a survey of the city to base his advice on. Looks like I am going to profit in more than one way from this visit to the Show.

January 12: Postscript. "Dear Diary: Arrived safely, but had two hours of arguing to get into my room at the Sherman, which the hotel management had turned over to a couple of boys from Alaska down for the Show. I think the Sherman should make special provisions for coin machine operators, rather than distributors and salesmen, for after all, we're the boys that buy the machines they show. After an argument, they gave me the room I reserved a week ago."

AT THE SHOW

January 13: "Dear Diary: Spent my first morning in town going over the exhibits and looking up my friends from the home town. Boy, is this exhibit big? It fills up three whole auditoriums, and there are more items on display than I knew were being manufactured for the coin machine industry. Thing I was most interested in this morning was the variety of manufacturers I had a chance to meet personally. Saw Dave Gottlieb, Herb Jones and Dave Rockola walking around enjoying themselves as much as any operator visiting from out of town. I went straight to the phonograph exhibit in the second auditorium, and looked over the new Rock-Olas. I don't know about the idea of the inverted-bowl "Tone Column" on the machine, but I think it will help play on my routes where the average prospect hasn't ever seen a machine which looks like that. Also managed to while away a few minutes talking to the two Rock-Ola Leadership gals on duty at the phonograph booth—one of them says she's married, but I don't think so. They're just as good looking as they appear in the ads.

"Had an interesting hour at the slug rejector booths, where I got a chance to find out just why the mechanism won't accept a slug. I tried 14 kinds of slugs in the electric kind, and it rejected them all. Then I talked to two of the punchboard exhibitors at the main auditorium. They're timely enough with these national defense games and new color schemes, and I enjoyed seeing a costumed girl at each punchboard booth.

"There is a penny arcade here in the third auditorium which seems to be paying its expenses by actually charging pennies from operators to play the machines on view. Most of the manufacturers are losing a bit of potential sales, I think, by not putting on free play chutes on their equip-

ment, or providing slugs. It would cost \$20 to play all the machines on display here using your own nickels.

"After looking around until 10:00 o'clock, I bought a subscription to COIN MACHINE REVIEW and went up to the Missouri Amusement Machine room, where I met a bunch of local boys, enjoyed a ham sandwich and a couple of high balls. After that I felt tired enough to go to bed. It's been a pleasant day, dear little red book.

January 15: "Dear Diary: I got up early, and managed to get in an hour looking over the rest of the exhibit on the main auditorium floor. Had an interesting talk with the BMI man about the music situation at present; then walked over to Superior and looked over the big batch of tokens they are showing. One thing I never have enough of, so I ordered a batch. Found something else I've always needed—a canvas padded cover for moving phonographs—so I bought one of these. It will be a help to me every week in the year. Next I stopped by the Rock-Ola booth again (darned if they aren't a pretty pair) and pretended to look over the machine. I think I'm seeing too much of the Leadership gals already.

January 16: "Had breakfast with the salesman from Northwestern, who gave me some hot tips on vending equipment, and offered me a nice trade for the machines I'm already operating. He went along with me after breakfast to Bally and Seeburg's factories, where I learned a few things I didn't know about the care which goes into making phonographs and pin tables. Corrected a former impression of mine that tables are pure profit! Think the manufacturers who supplied buses to their building deserve a real slap on the back, but was surprised to find out that their buildings are not as big as they look on circulars. Heard a dozen ops comment on that same point. Had a few drinks and a sandwich at the Bally office, and met Herb Jones personally. Wonder if the public knows where the machines it plays are 'born' in the Bally designing office.

"Went back to the Show, and struggled around trying to see some of the upstairs exhibits—one thing I'm sure of, the Sherman must not have counted on 8,000 registrants, or they'd have torn out one floor to make room for the crowd. For two days now I've been riding freight elevators up to my room, and even they are too crowded to hold more than half of the mob trying to get in. Wonder how they'll accommodate the banquet? I'm trying to see everything, but the crowd makes that almost impossible.

"Finally got up to the penthouse to look

at the new Seeburgs. Wow! They are a little strange to me with that skyscraper design, but I'll bet they pull a good play just because they look like a water fountain. Bet I can wangle a few center-of-the-floor spots for a machine like that. Then went to drag myself through the crowded elevators to the Coin Show floor again. Played Shufflette, and saw a couple of new pin games. Advance really has a batch of counter games on view—maybe the counter game field is the only way which I can expand my route without treading on other people's toes. Spent time at Chicago Coin's booth, Genco, Groetchen Tool, and the Bally display, and bought two machines which look good for some locations I have in mind. Think I'll take a nap, dear little red book, before the banquet.

Evening of January 16: "Dear Diary, I slept until after 6:30, and woke up thinking it was midnight and that I'd missed the banquet. When I went downstairs I found what looked like 20,000 people crammed into the first two floors waiting for the banquet time to roll around. The hotel looks a little small to have this many guests, and I think that there are probably a lot of people who are not operators or coin machine figures in any way. Has this been a crowd!

About 7:15, after trading tickets half a dozen times, I finally managed to get into the main ballroom with a bunch of my home-town friends even though we had to cram in an extra chair to do so. Hardly been seated when the big shots of CMI tramped on the stage and sat down on a special table arranged for them there. Listened to the orchestra kid Dave Gottlieb while he tried to make a speech, and was glad to see some of the big men I've been reading about welcome us. He (Dave Gottlieb) said this was the largest crowd he'd ever had to address, and pointed out that there is a boom year ahead. Hope he's right, and that the war doesn't knock the bottom out!

"The dinner was marvelous—best bit of beef I ever ate. We began drinking highballs before the dessert even showed up, and had a walloping evening while the stage show was shown. Was surprised to find that the Sherman had accommodated every guest easily. Must be a nerve-wracking job to serve that many people. Didn't get to bed until after three o'clock.

January 17: "Dear Diary: Well, the Show is over, and it's everything they claim for it and more. I never had so much fun packed into four days in my life. Sorry to climb back on the train to go home. I spent my money wisely improving my route, and think I know more about the business than ever before. Next year I hope they have more space for exhibitors, better arrangements for visitor-accommodations, but they did a swell job of putting on the 1941 meet otherwise. Next year, I'll be there!" ♦



Write
today
for the

ATLAS BARGAIN GUIDE

Keeney's TRIPLE ENTRY, 1939....\$114.00
Mills SQUARE BELL 67.00
Evans' BANG TAILS, 1939.....119.00

Console Paytables—Combination Ticket and Payout

Sport Pages! Grand Nationals! Pacemakers!

WE HAVE THEM ALL!

TERMS: 1/3 Deposit, Balance C.O.D.

FRIENDLY
PERSONAL
SERVICE

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. OFFICES [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

Victor Readies New Penny Counter Game

CHICAGO—Roll-A-Pack is the name of a new penny play cigarette dice, counter machine shortly to be announced by Victor Vending Corporation.

The plant has been busily engaged in turning out the new machine so that an adequate supply will be on hand for immediate shipment following the formal announcement.

The new machine is said to be endowed with reel machine suspense and have money-making capabilities undreamed of before. ♦



ROCK-OLA

Leads Again!
1941

Luxury Lightup MUSIC EQUIPMENT

TEN years ago, a man who was destined to become a great industrial leader formed the nucleus of one of America's most important manufacturing concerns. His principles of business were simple—his ideals were high. He believed in giving honest value, in *helping* his customers to achieve success by supplying them with equipment of finest quality and maximum life. David C. Rockola, the man who more than any other is looked to for leadership and courage in an industry where these two attributes are essential, again faces a new year with promise of greater things than ever in store for the coin machine Operator. These pages tell the story.

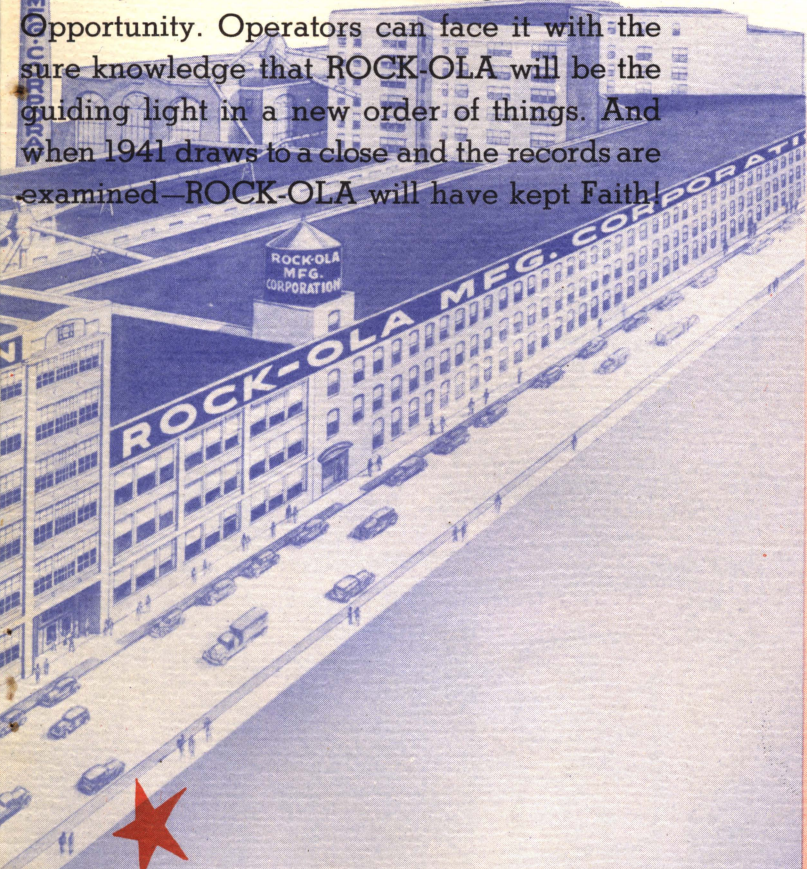
Important new move in the campaign to assure Operators of maximum equipment life is the Rockola Plan of Standardization. Carefully conducted national surveys *prove* that greater ornateness in phonograph design can only serve to increase the price of equipment to the Operator without commensurately increasing his profits. In famous ROCK-OLA Luxury Lightup Phonographs Operators are agreed that the peak of perfection has been reached. These superb instruments will continue to offer the greatest value in Automatic Music—Music with a stabilized Future!

An important policy during 1941 will

ROCK-OLA
Leads Again!

*** in the mode of 1941

be to *maintain* earning power of the Operators' present equipment and *protect* the earning power of all future purchases. To accomplish this altruistic motive, ROCK-OLA Engineers and Craftsmen will add to existing equipment the finest line of accessories human skill and ingenuity can produce. No expense, no effort is to be spared in developing ideas that will guarantee the Operators' financial security! The future is a bright vista of Opportunity. Operators can face it with the sure knowledge that ROCK-OLA will be the guiding light in a new order of things. And when 1941 draws to a close and the records are examined—ROCK-OLA will have kept Faith!



THE GREATEST FACTORY
IN A GREAT INDUSTRY!



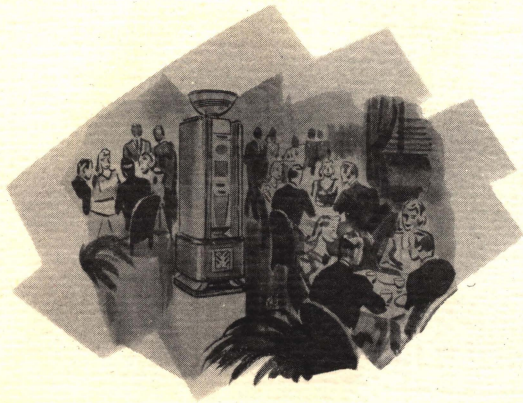
SO VIVIDLY DIFFERENT IT
WILL COMMAND THE PRAISE
OF OPERATORS EVERYWHERE

Sound Engineers have always known that the finest music in the world is reproduced correctly *only* when rendered with *all* of its original delicate shadings from the zooming bass of the tuba to the brightest trill of the piccolo. ROCK-OLA amazing ToneColumn brings out the full, rich timbre of every recorded note. Reaches out into the invisible sound spectrum, into a breath-taking new field of auroral tone beauty. Does for the *first* time in recorded play-back what acoustical science has always dreamed of but heretofore declared impossible. More than *five* years of ceaseless research and experiment lie behind ROCK-OLA ToneColumn. Truly, it is a masterful achievement!



A CORNER OF THE ROOM

When placed in a corner, ToneColumn "showers" sound waves from side walls, corner, and ceiling. It is the *only completely perfect* method of reproducing high fidelity tone and diffusing it evenly to all parts of a room.



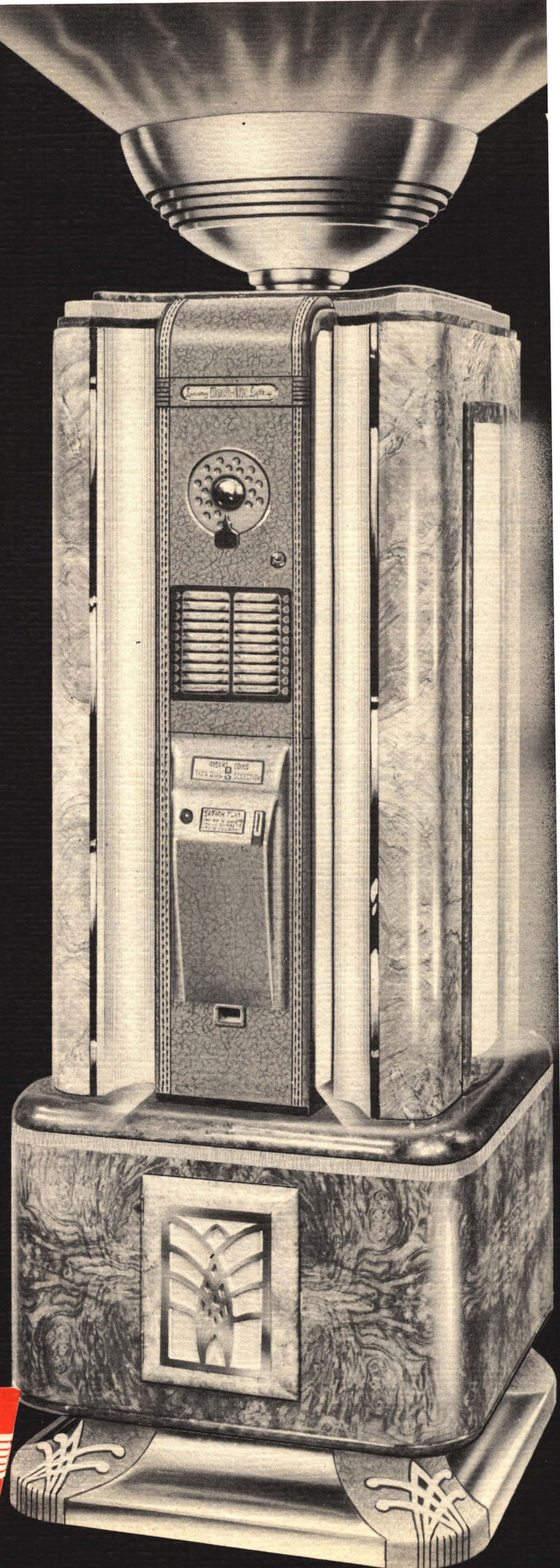
ON THE DANCE FLOOR

Turns an ordinary dance floor into a Sultan's Paradise! Patrons are enraptured by music pouring over their heads from ToneColumn.



IN THE CENTER OF THE ROOM

ToneColumn is *easily* the most gorgeous attraction any location can have. Spectravox models are finished in design on all four sides.



SPECTRAVOX MODEL 1802

USHERS IN A NEW ERA OF BEAUTY IN THIRD DIMENSIONAL TONE COLOR!

ROCK-OLA SPECTRAVOX places the listener in the *audience*—not in the orchestra pit. The ToneColumn principle of sound distribution eliminates high frequency beam projection and gives musical selections a magnificent warmth never before heard! Model 1802 is designed for use *only* with ROCK-OLA PLAYMASTER. Single drop-type slug-proof coin chute takes nickels, dimes, and quarters. Like other ROCK-OLA ToneColumns, SPECTRAVOX extends the musical spectrum *two full octaves* beyond ordinary cabinet reproduction. The pleasing appearance and scintillating Color Dome attract patrons and assure constant, increased earnings! Truly, ToneColumn music is *real* Music.

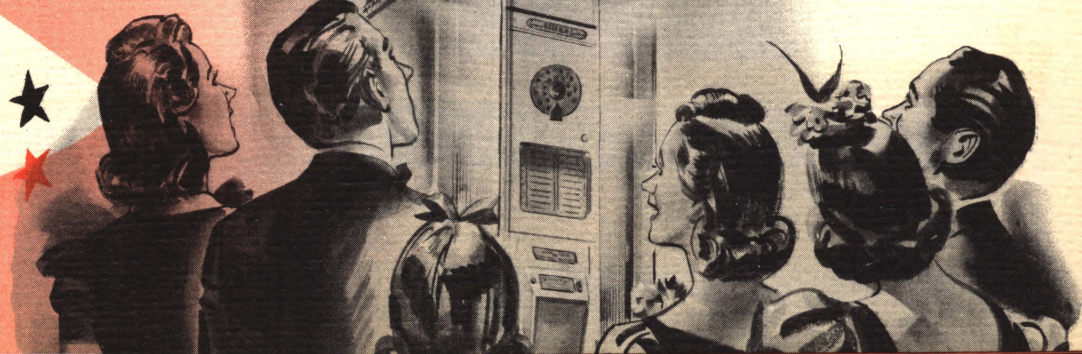
SPECTRAVOX MODEL 1801

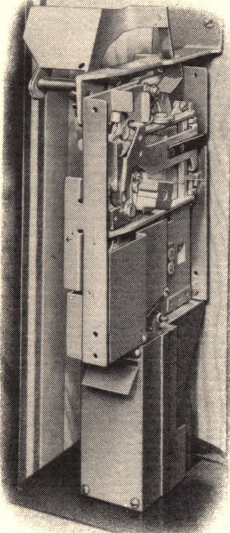
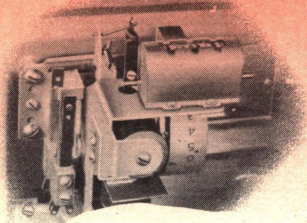
SPECTRAVOX ToneColumn Model 1801, while identical in appearance to above Model 1802, may be adapted to *any* ROCK-OLA Automatic phonograph manufactured in 1940 and prior to 1940. Simply state the year and model of the equipment with which you wish to use ToneColumn. All the original naturalness of music is recreated by ROCK-OLA ToneColumn. This is made possible by ToneColumn's binaural effect which separates the high and low frequencies of the musical spectrum and *diffuses* them from their own natural levels. ToneColumn is exactly what its name implies—a specially chambered, acoustically designed tone column that gives musical selections their full richness of tone. Both SPECTRAVOX Models 84½" Overall; 28" Wide; 28" Deep. Shipping weight, 300 lbs.

Luxury Lightup

IN EVERY DETAIL FOR PLAY APPEAL

ROCK-OLA ToneColumn is a nebulous symphony in color! Its warm plastics rival the beauty of the aurora-borealis. So magnificent, so exquisitely harmonious that patrons completely lose themselves in breathless admiration. By a unique lighting arrangement ToneColumn projects gorgeous, ever-changing colors onto walls and ceiling. Nothing ever before like it. Sure to earn tremendous profits wherever installed.





POSITIVE ELECTRICAL SELECTION *Brings to All* 1941 EQUIPMENT A New Kind of OPERATING THRILL!

Illustrating
CREDIT REGISTER
SLUG PROOF CHUTE

It is impossible for patrons to make a mistake when inserting coins in the new *single*, drop-style coin chute! Only one opening but it accepts nickels, dimes and quarters with equal ease. 99% slug-proof, too! Coin chute mechanism is easily accessible from front of ToneColumn cabinet. Selections chosen are stored in Credit Register. This marvelous *electrical* system *prevents* anyone from cancelling a patron's selections but makes it possible for other patrons to insert their coins and wait their turn. All electrical equipment is carefully constructed and individually tested by experts. This means *plus* performance and *extra long life*—typical ROCK-OLA value.



GLAMOUR MODEL 1804

ToneColumn, 1804 is 69" high, 22½" square and is furnished in popular Rockolite finish. This model designed for use with ROCK-OLA PLAYMASTER *only*. Shp. Wt. 170 lbs.

GLAMOUR MODEL 1803

ToneColumn varies mechanically. May be used with any 1940 ROCK-OLA phonograph equipped with adaptor. Dimensions same as model 1804 above.



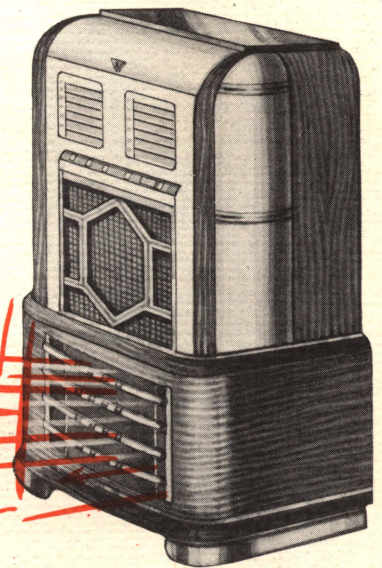
Like the tone chamber of a priceless Stradivarius, GLAMOUR ToneColumn gives body and timbre to musical selections. Utilizes scientific pipe organ principles of sound. GLAMOUR ToneColumn reproduces music exactly as it was recorded. Model 1803 GLAMOUR ToneColumn is designed for use with any 1940 ROCK-OLA phonograph equipped with adaptor. Dimensions same as model 1804 above.

ToneColumn offers **CONTROLLED TONE DISTRIBUTION**

ROCK-OLA ToneColumn diffuses music in a natural, pleasing manner—*exactly as it was recorded!* Fills the air with mellifluous cascades of tone. Does away with "hot spots"—corners where sound builds up into unnatural "pockets" of discordant blare. Projects music toward ceiling and literally "sprays" it into every part of a location. ToneColumn enables a patron for the first time to listen to the selection he has chosen with *both* ears.

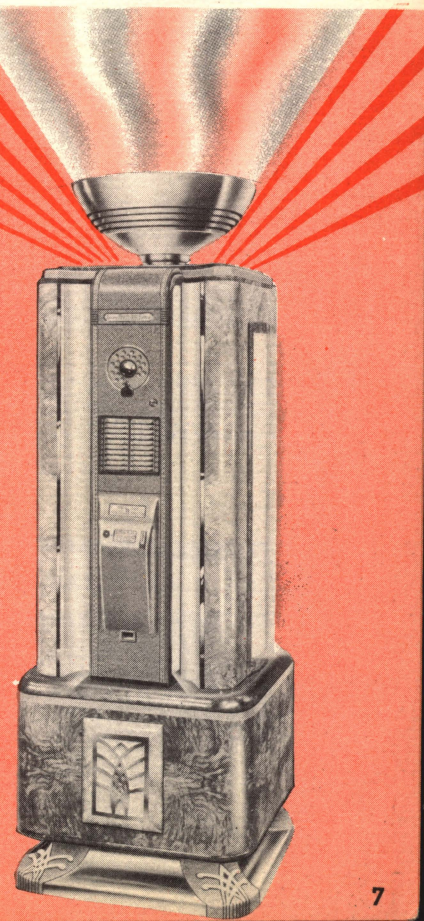
Blasting Tone IS THE OLD WAY

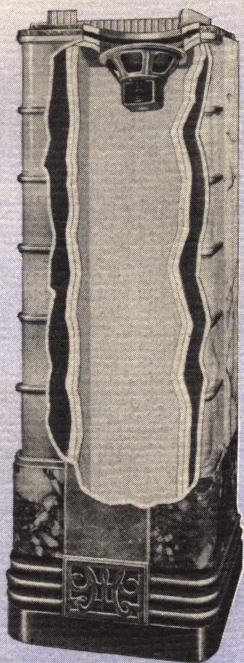
It is impossible with ToneColumn for sound waves to travel in a straight line and strike the ears with the old familiar "blasting" effect. Now with ToneColumn music flows upward and outward. No matter how close or how far the listener may be, reproduction will always be pleasantly even. A patron may be sitting next to a wall, but ToneColumn never fails to seek out both of his ears. Truly an amazing principle of sound coverage! Richer, clearer, high-fidelity tone *at its finest.*



Showering Tone IS THE TONECOLUMN WAY

For the first time in the history of recorded play-back it is possible to diffuse sound waves *evenly* so that they fall on *both* ears at the *same* time. ROCK-OLA ToneColumn is not hampered by curved walls, hidden corners, or other architectural obstructions. Patrons sitting on *any side* of these majestic ToneColumns hear equally well. The miraculous *space fidelity* of ToneColumn is a marvel of acoustical science. Its third dimensional, colorful effect reveals an entire new world of tone—a side of music that has been awakened at long last by superlative engineering genius. So keen is the response of ToneColumn that it dips into the invisible spectrum of sound and *faithfully* recreates "lost tones"—matchless values in music *impossible* to reproduce by ordinary methods. Actual tests prove that ToneColumn is vastly superior even to an *infinite* baffle!





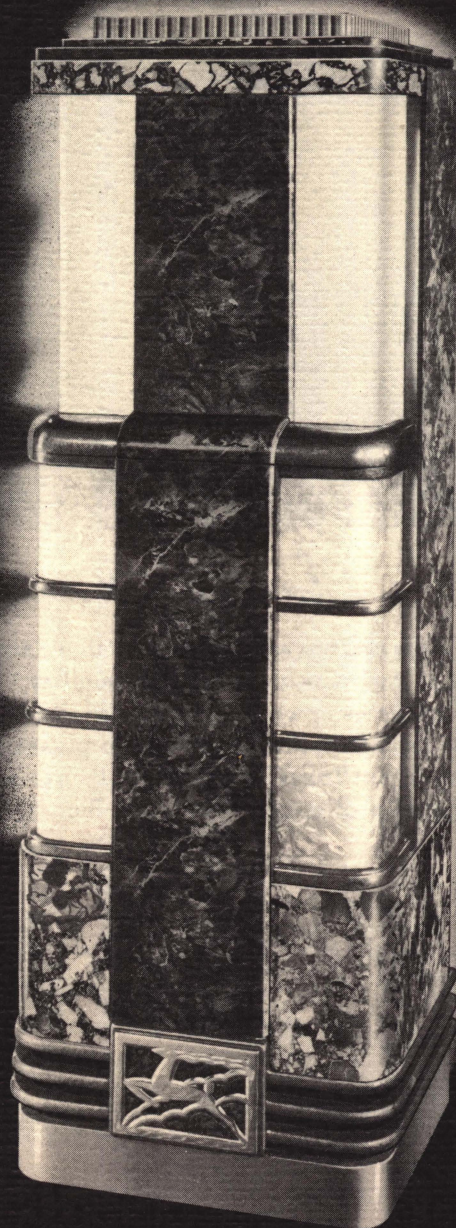
UNIVERSAL ToneColumn MODEL 1805



*Diffusion is the Secret
of Perfect Tone*

THE *ToneColumn* PRINCIPLE OF SPECTRAVOX IS PERFECTION

ROCK-OLA *ToneColumn* is not just a meaningless sales term but a *living, breathing*, new kind of musical reproduction. Embodies revolutionary principles of Sound Engineering heretofore believed impossible in recorded play-back. Does for the ears what depth of perception does for the eyes. Scientifically separates the deepest bass notes from the highest treble and renders them with absolute *true* tonal fidelity. Not to be confused with any other development ever made in the field of recorded sound. Actually a mathematically, acoustically measured tone column of precise length. *Balanced* to sound waves with stereoscopic realism. *ToneColumn* is the flawless ultimate, the glorious peak in musical reproduction for which Sound Engineers have been seeking since the birth of the vacuum tube!



Model 1805 **UNIVERSAL** *ToneColumn*—truly universal—for use with any make music equipment. A beautiful *Luxury Lightup* cabinet and, most important, incorporating the *ToneColumn* principle. This unit will modernize any remote type music installation—just place a remote control of any manufactured type on the upper front panel. Not supplied with selector or coin chute. May be purchased with or without speaker. **UNIVERSAL** *ToneColumn* is the ideal unit for glorifying every music installation economically. Comes in Rockolite finish and 69" high, 22½" square. Shipping weight, 175 lbs.

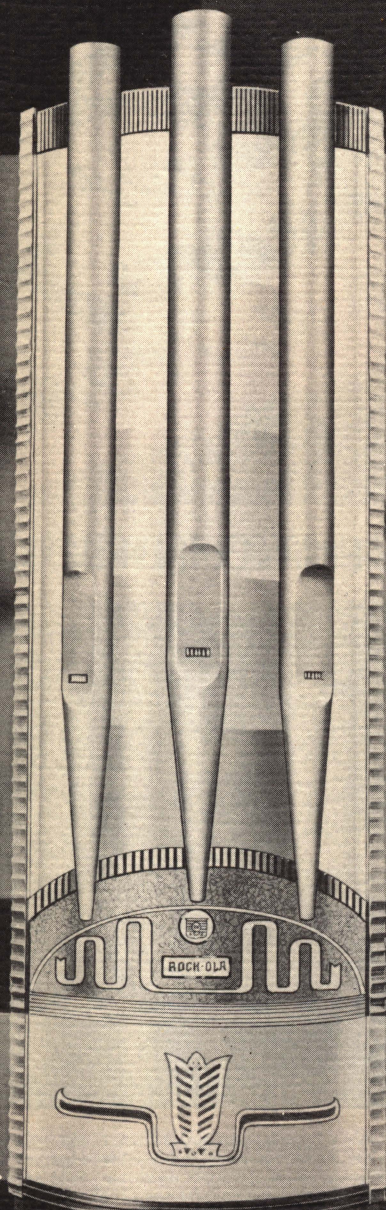


A TONE BEAM IS AS DIRECT AND PENETRATING AS A BEAM OF LIGHT

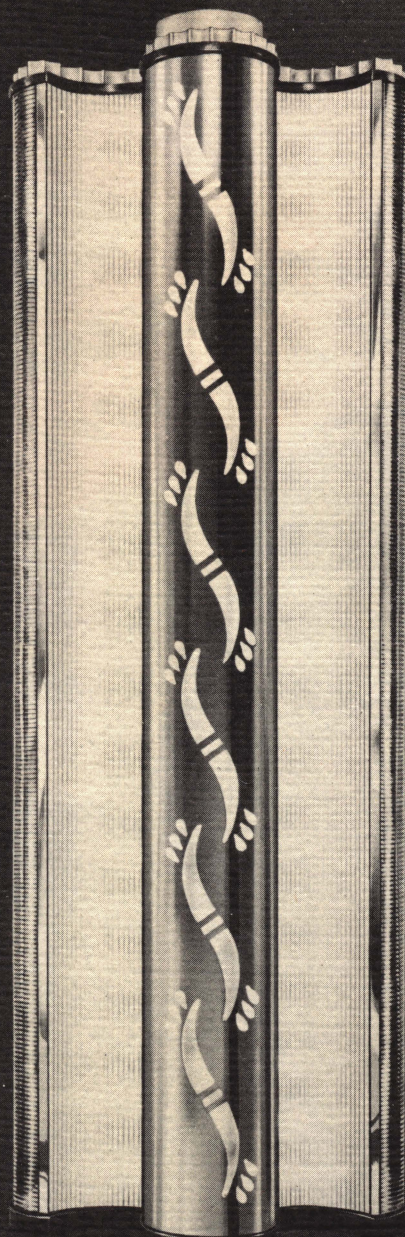
Every schoolboy knows that when a parabolic reflector is placed behind a candle it intensifies the light a thousand-fold and projects it in the form of a beam. Sound waves emanating from a conventional loud speaker are comparable to a light beam. They "strike" the listener with full intensity and are heard as an incongruous mixture of high and low notes. *New* method of sound distribution is **ROCK-OLA** *ToneColumn*—the *only* unit that has ever successfully eliminated harsh beam projection of sound by spreading it *evenly* to all parts of a room.

ORGAN

ToneColumn
MODEL 1806



Model 1806 ORGAN ToneColumn is easily the most eye and ear-filling object in a location. Suspended in corner of room, it resembles expensive organ pipes. Has most gorgeous lightup effects ever conceived. Requires no coin chute or remote control attachment. Delivers full, third dimensional tone. 63" high, 19½" wide and 15¾" deep. Shipping wt., 90 lbs.



MODERNE

ToneColumn
MODEL 1807

Model 1807 MODERNE ToneColumn combines the brilliant acoustical performance of all ROCK-OLA ToneColumns with a distinct departure from conventional lightup design. Trimmed with gleaming chrome that reflects all the hues of the rainbow. Requires no remote control attachment. 57½" high, 18¾" wide, 17" deep. Shipping wt., 90 lbs.



ToneColumn, like a floor lamp that diffuses light and makes it easy on the eyes, diffuses *sound* and makes it *easy* on the ears! Reveals for the first time a glorious new horizon of tone color. With ToneColumn, patrons at every booth, every bar and every table are treated to music of third dimensional beauty.

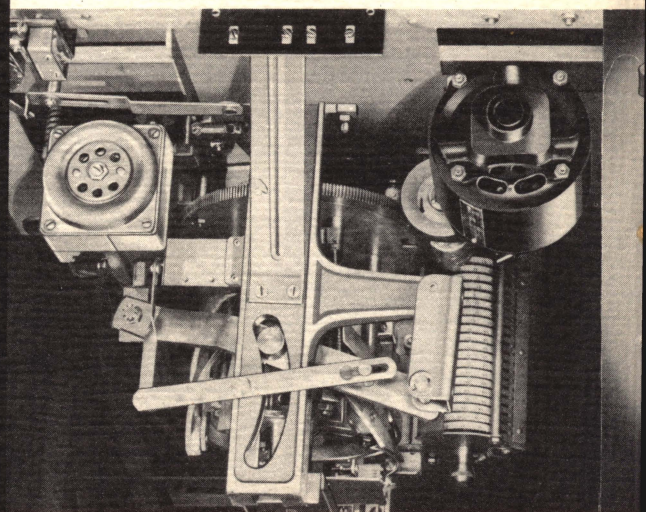
★ **ROCK-OLA**
Leads Again!

ROCK-OLA TONECOLUMN TRANSFORMS ORDINARY MUSIC INTO MAGNIFICENT TONE COLORS!



MODEL
PLAYMASTER
C

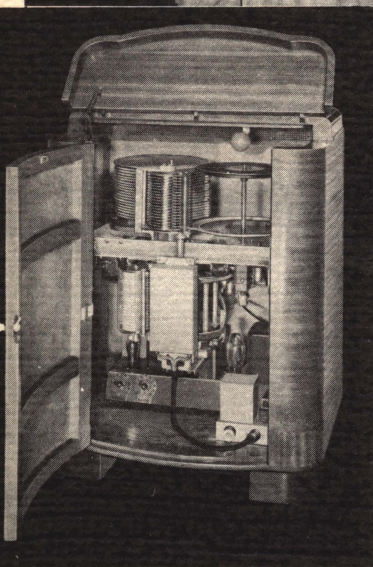
BEHIND THESE OUT



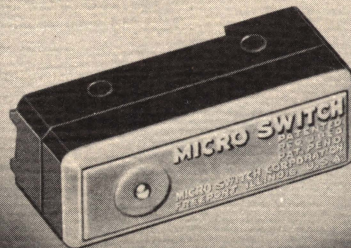
DUAL MOTORS—No confusing clutches or belts confront Operator with Rock-Ola DUAL motors. Their use forever does away with the headaches of complicated servicing. Reduce wear and tear and adds longer life to mechanism. Both motors mounted with enduring firmness and fully ventilated for long, trouble-free life. No adjustments, only occasional drop of oil.

Model 1411 ROCK-OLA PLAYMASTER, combined with SPECTRAVOX Model 1202 or GLAMOUR ToneColumn Model 1804, offers an *unparalleled* operating combination. PLAYMASTER may be placed in rear room or location basement if desired. Handsomely proportioned cabinet itself is a symphony in rich walnut veneers and mirror-like finish. Contains the same infallible record changing mechanism found in all ROCK-OLA Luxury Lightup Phonographs.

PLAYMASTERS use completely eliminates acoustical feed-back as speaker is contained in ToneColumn. 36½" High; 29½" Wide; 21¾" Deep. Shipping weight, 245 lbs.



Mechanism is easily accessible in PLAYMASTER cabinet. Both the top and the front open for extra convenience.



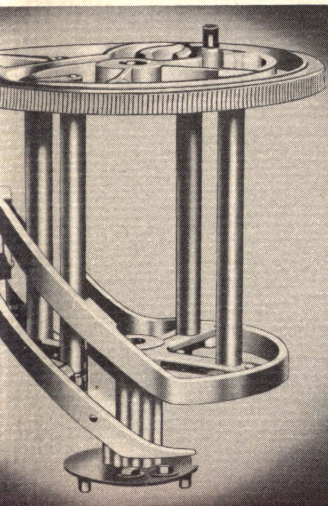
MICRO-SENSITIVE SWITCH—No more sticky or pitted contact points with these extra De Luxe switches. Latest scientific construction, split second accuracy. Another convincing example of why Rock-Ola Luxury Lightup Phonographs require less service.

PLAY ACCUMULATOR—No more errors with the position of the selector. A coil mechanically the patron's dial transmitted from the selector. No errors with P

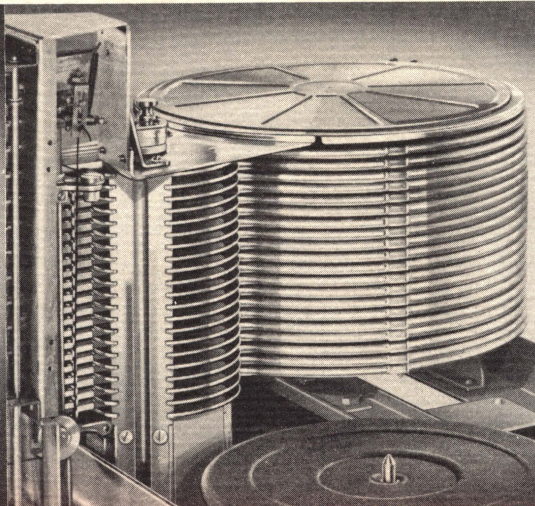
MASTER BINET for use with ToneColumn MODELS Nos. 1802 and 1804



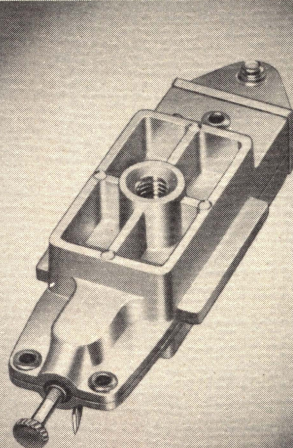
STANDING FEATURES LIES A PROMISE OF DEPENDABLE SERVICE



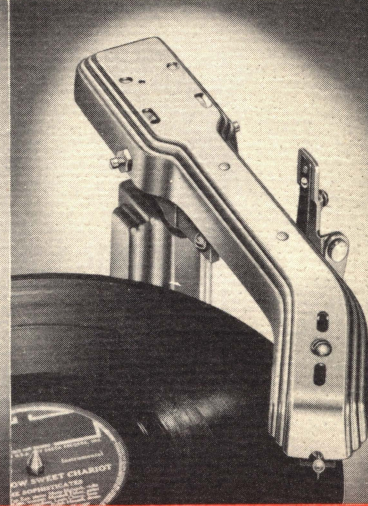
POSITIVE CAM MOVEMENT—Simplified even a new meaning by this single cam assembly. Light, strong, dependable! Guarantees a smooth operating life. Too, the rock steady of this unit makes for unfailing record performance. Changeover perfectly silent.



AUTOMATIC MULTI-SELECTOR—A marvel of mechanical ingenuity! Does everything except think when patron inserts coin. If no selection is made, unit plays in rotation. Each record tray plainly numbered from one to twenty. A single glance reveals that this is the *simplest* of all record selector mechanisms! Dust protector on top.



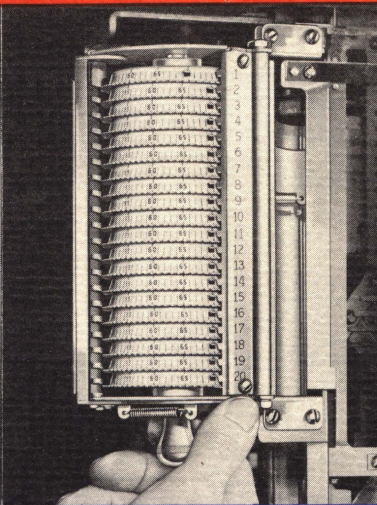
CRYSTAL PICKUP CARTRIDGE—Newly perfected to avoid all possibility of overloading amplifier. Constructed of finest materials. Light weight, dust proof and moisture sealed.



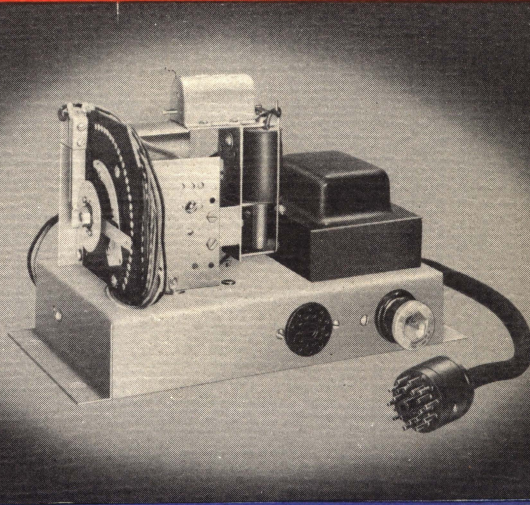
TONE ARM—Absolute trackage assured with this specially designed Rock-Ola tangent transducer tone arm. Vibration negligible since arm is of extra light die cast aluminum mounted on special support. Less needle wear—less record wear—less scratch!



HIGH FIDELITY AMPLIFIER—Newly designed compensated bass control gives correct bass response at low volume levels. Will handle four ToneColumns. Light—Clean—well Ventilated. Floating mounting insures long tube life. Speaker, pickup, tubes and controls are part of a superbly matched system. Treble and bass controls always provide wide variation of full rich tone.



AUTOMATIC PLAY REGISTER—Improved mechanism assures accurate count. Valuable check of most popular records. A simple twist of the knob and the entire register is reset. Entire unit is out in the open and *easy* to read.



BRAIN BOX—An achievement in perfect engineering function. Commonly called the "Brain Box," this Rock-Ola Step-Up Unit receives electrical impulse when customer dials selection and transmits the selection to the Play Accumulator. Compactly designed and carefully engineered for maximum electrical selector life. Always on job—never fails.

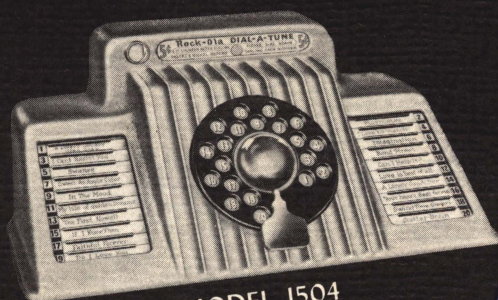
—Here is
up manual
selections as
p-Up Unit.
accumulator.



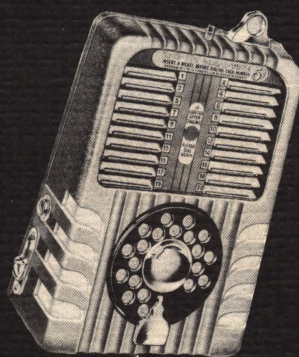
MODEL 1501



MODEL 1502



MODEL 1504

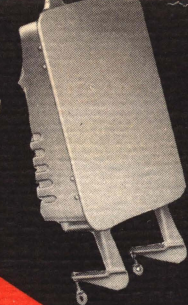


MODEL 1503



MODEL 1506

BRACKET
MODEL 1507



ROCK-OLA

Dial-a-Tune

The *finest* Remote Control System in the field of Automatic Music! Richly styled, compactly designed—DIAL-A-TUNE Wall and Bar Boxes are *built* to get *extra* profits. Colorful, Telephone-type dials add pleasure and intrigue to musical selection. Their silken-smooth action invites continuous play. DIAL-A-TUNE Wall and Bar Boxes are a fairyland of color in subdued lighting. Selection numbers are raised and easy to read. Each box has its own coin receptacle bringing a fully automatic remote control unit to every table, every booth and bar.

SUPERBLY DESIGNED FOR RELIABLE PERFORMANCE!

No "gadgets" confuse the patron with DIAL-A-TUNE. Each unit constructed with familiar Rock-Ola precision—the kind that gets those *extra* nickels *today* and *every day*! Will increase earnings as much as 300%.

Model 1501 Dial-A-Tune Wall Box for use with other than Playmaster equipment.

Model 1502 Dial-A-Tune Bar Box for use with other than Playmaster equipment.

Model 1503 Playmaster Dial-A-Tune Wall Box for use with all Playmaster equipment.

Model 1504 Playmaster Dial-A-Tune Bar Box for use with all 1941 Playmaster equipment.

Model 1505 new improved Dial-A-Tune electric selector for use only with Rock-Ola 1939 DeLuxe Phonograph (Can not be used in connection with Playmaster).

Model 1506 new improved Dial-A-Tune electric selector for use on Rock-Ola 1939 Standard Phonograph (Can not be used in connection with Playmaster).

Model 1507 Wall Box Bracket for mounting Wall Box 1501 as a Bar Box.

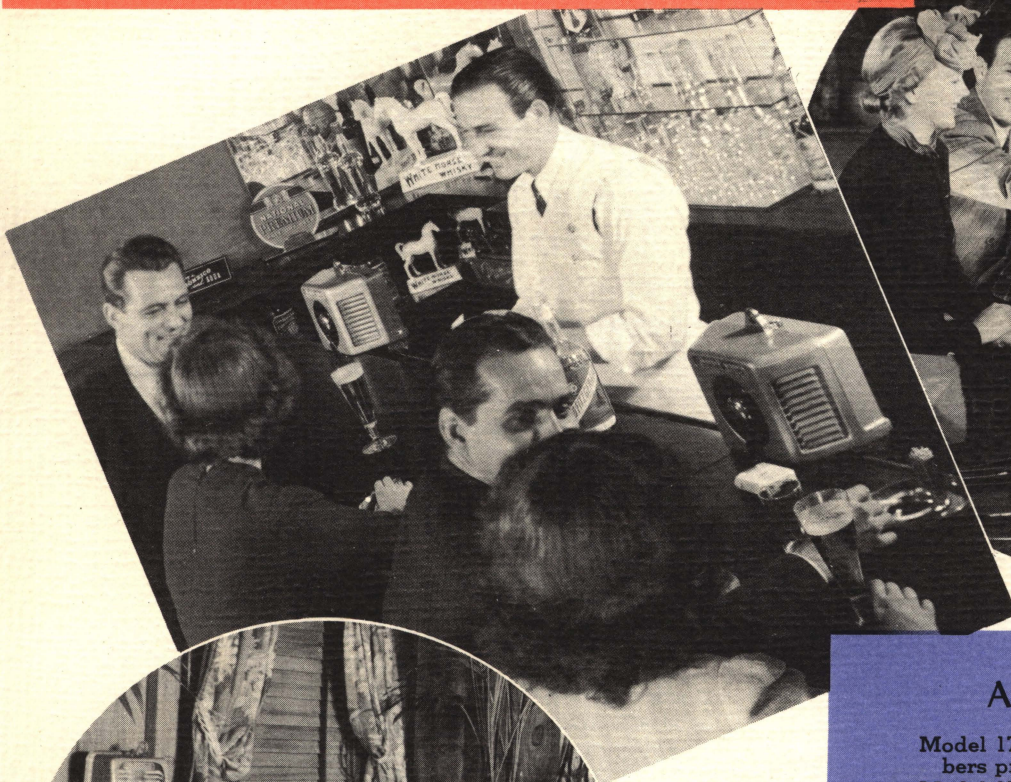
ROCK-OLA
Leads Again!



Dial-a-Tune

IS BY TEST THE PREFERRED METHOD OF SELECTION

Patrons appreciate the convenience of ROCK-OLA DIAL-A-TUNE. Eliminates the necessity of walking across a crowded floor to make selections. E-a-s-y to use as a dial telephone and just as simple. All title strips brightly illuminated—entire mechanism fully protected against pranksters and pilfering. Operators everywhere agree, "No other remote control system can compare with ROCK-OLA DIAL-A-TUNE!"



ADAPTERS for Dial-a-tune

- Model 1701 Adapter for 1940 phonographs, serial numbers previous to 56469.
- Model 1702 Adapter for 1940 phonographs, serial numbers between 56469 and 61401.
- Model 1703 Adapter for 1940 phonographs, serial numbers between 61401 and 61820.
- Model 1704 Adapter for 1940 phonographs, serial numbers above 61820.
- Model 1705 Remote Control Adapter for 1939 early DeLuxe Phonograph.
- Model 1706 Remote Control Adapter for 1939 late DeLuxe Phonograph.
- Model 1707 Remote Control Adapter for 1939 early Standard Phonograph.
- Model 1708 Remote Control Adapter for 1939 late Standard Phonograph.
- Model 1709 Remote Control Adapter for 1938 Monarch Phonograph.
- Model 1710 Remote Control Adapter for 1938 Windsor phonograph.
- Model 1711 Remote Control Adapter for 1937 Imperial 20 Phonograph.

ROCK-OLA

MYSTIC MUSIC



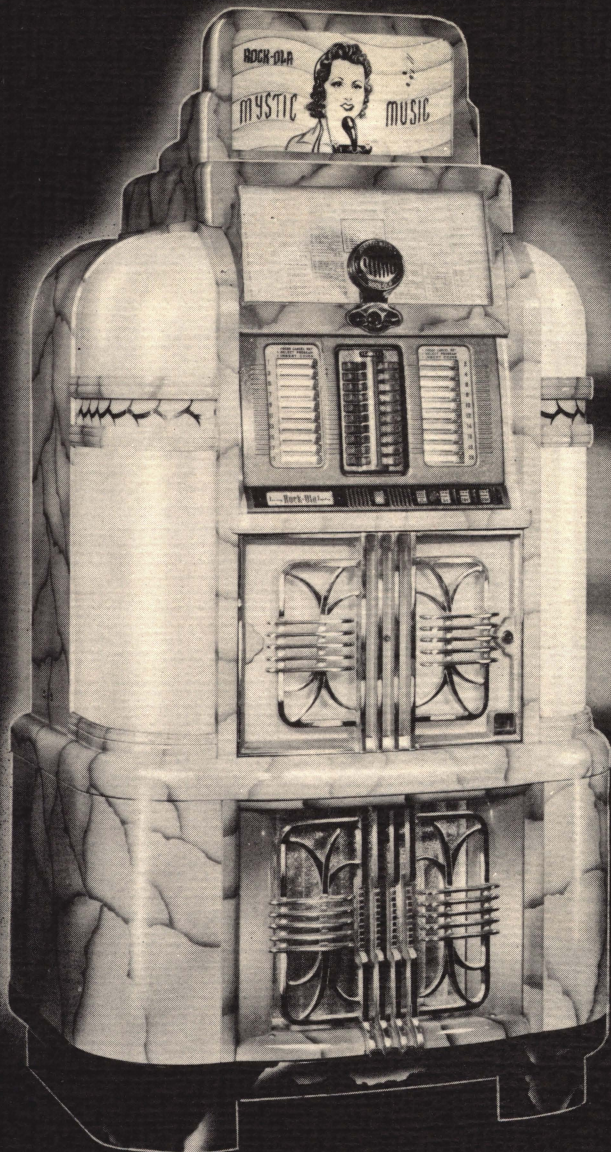
View of successful MYSTIC MUSIC Central Station serving a total of thirty locations—ten per unit! Note neat, convenient placement of turntables, handy ROCK-OLA Record Rack, and simple setup.

FINEST OF ALL WIRED MUSIC COMBINATIONS

ROCK-OLA MYSTIC MUSIC central stations are equipped with numerous technical features that make them the outstanding choice in the Wired Music field! Furnished with electric coin counter, automatic start switch on each tone arm, attractive dome lights above turn tables, individual talk-listen switches, automatic play registers, and many other ultra-modern refinements.

Model 3601 Mystic Music Central Station, single channel.
Model 3602 Mystic Music Central Station, double channel.

NOTE: Sold only in combination with 10 Mystic Music Phonographs.



RADIANT, LIGHTUP BEAUTY

Patrons appreciate the greatly increased list of selections offered by ROCK-OLA MYSTIC MUSIC. The program's easy to read, and may be quickly removed for changeover to conventional phonograph. Personality Girl's voice is reproduced with vivid clarity. Patron merely drops coin and is treated to instant, courteous service.

ROCK-OLA MYSTIC MUSIC takes its place beneath the sun! Another brilliant engineering achievement available for use with either single or double channel and designed to open *new* and *greater* fields of opportunity for the Operator. Brings to all better locations an incomparable Duo—the famous ROCK-OLA LUXURY LIGHTUP PHONOGRAPH and *dependable* Wired Music. By simply throwing a concealed switch on side of phonograph, location owner gives his patrons conventional music or MYSTIC MUSIC—whichever they prefer. This feature alone assures the Operator of a *safe investment!* MYSTIC MUSIC Phonographs are not just empty shells. Behind their entrancing beauty lies the complete ROCK-OLA Mechanism. Every Operator has a number of locations in his territory that he considers better than average—spots that attract numerous fun-loving patrons. For such locations, ROCK-OLA MYSTIC MUSIC is the logical answer to greatly increased earnings. Customers enjoy the thrill of speaking with the MYSTIC MUSIC Personality Girls. Selling music to the public *this new and fascinating way* makes operating a pleasure, and greater earnings a surety.

Model 3701 Master Walnut Phonograph for Mystic Music, single channel.

Model 3702 Master Rockolite Phonograph for Mystic Music, single channel.

Model 3703 Super Walnut Phonograph for Mystic Music, single channel.

Model 3704 Super Rockolite Phonograph for Mystic Music, single channel.

Model 3705 Master Walnut Phonograph for Mystic Music, double channel.

Model 3706 Master Rockolite Phonograph for Mystic Music, double channel.

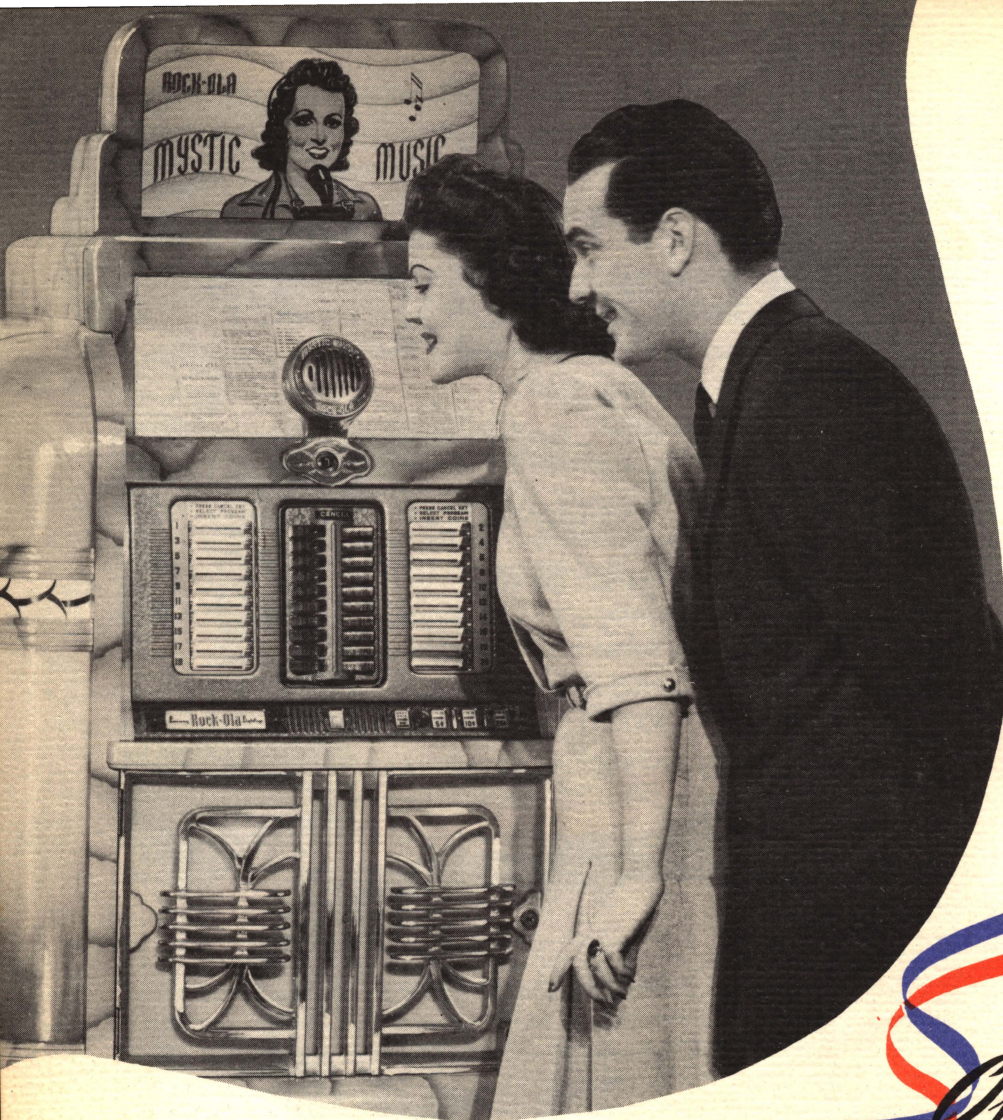
Model 3707 Super Walnut Phonograph for Mystic Music, double channel.

Model 3708 Super Rockolite Phonograph for Mystic Music, double channel.

Model 3801 MYSTIC MUSIC Booth or Bar Box. Specially designed REMOTE CONTROL Wall and Bar Boxes may be used with ROCK-OLA MYSTIC MUSIC for locations requiring this service, and patrons can talk to Personality Girl directly from booth or bar.



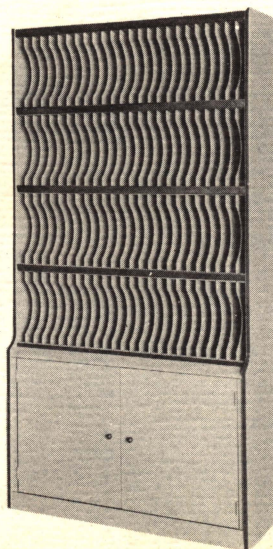
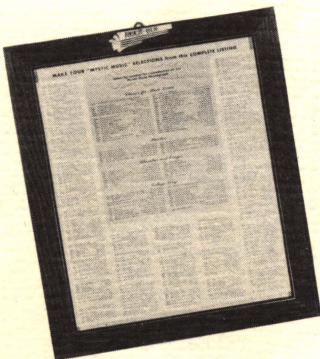
ROCK-OLA MYSTIC MUSIC



There's a thrill in its Performance and an equal thrill in its mechanical Reliability. **ROCK-OLA MYSTIC MUSIC** is built for service! Central stations are equipped with 10 turntables each and ten individual program amplifiers. Genuine General Electric motors used throughout. Positive silencer on pickup cuts out needle scratch when record is through playing. Storage rack, mounted on top of unit, is covered with felt padding at rear of slots to eliminate record damage. Holds 250 selections. **MYSTIC MUSIC** may be used with either **SINGLE** or **DOUBLE** channel hookup. Flawless construction in every detail means exceptionally long operating life and greatest possible earning power!

THE THRILL THAT ASSURES *Greater Earnings*

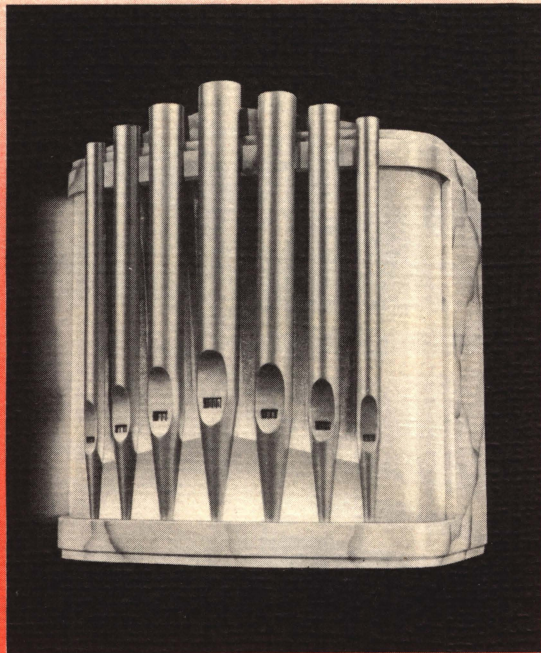
Location owners like **MYSTIC MUSIC** because of its exclusiveness. Gives them the edge on competition and establishes a friendly spirit between patrons. Inexpensive to operate since for average installation only one attendant is required at central station to handle calls and change records. Talk-back feature carefully perfected to do away with background interference and reproduce conversation with utmost clarity. Each central station unit is attractively finished and equipped with ten individual turn tables. Controls readily accessible. With the handy **ROCK-OLA** record racks, in addition to the rack on top of each unit, an indefinite number of selections can be kept on file and ready for instant use.



(Above) Model 3802 Mystic Music Program Frame. For listing the hundreds of selections on file at Central Station. Two or three programs may be used in every Mystic Music location. Size: 21½ in. tall, 17¾ in. wide. (At the right) Model 3803 Mystic Music Record Rack (500 10" records). 70½ in. high, 36½ in. wide, 12½ in. deep.

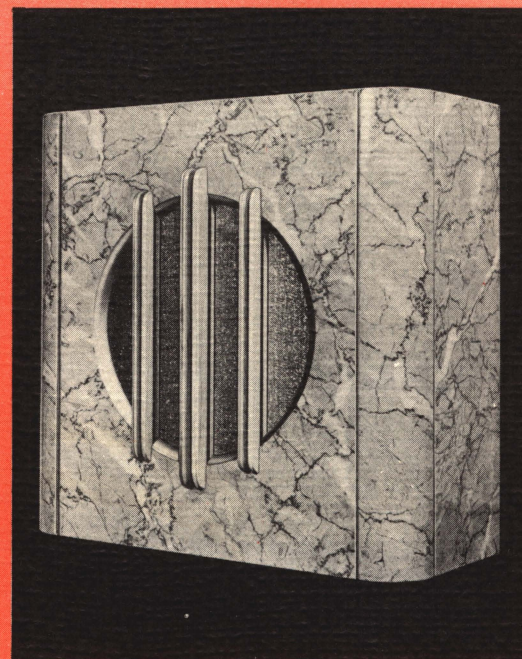
ROCK-OLA

Auxiliary SPEAKERS..



MODEL 1602—Organ Type Auxiliary Speaker

The most gorgeous Auxiliary Speaker ever conceived! The gracefully flowing organ pipes give it a distinct artistic appearance. A lavish compliment to *any* location. Organ Type Auxiliary Speaker may be suspended from wall or placed on any flat surface in position best suited to acoustical requirements of location. Contains a high fidelity 10-inch Jensen PM type speaker which means tone at its surpassing best! Size: 23" High; 20" Wide; 12 $\frac{3}{4}$ " Deep. Shipping weight, 38 lbs.



MODEL 1601—Rockolite Auxiliary Wall Speaker

Comes in harmonious ROCKOLITE finish. Contains the same distinguished speaker found in Model 1601 above but does not have quite such an elaborate cabinet. Ideal for average locations that do not warrant a large investment yet require adequate coverage. As many as *three* auxiliary speakers may be used with ROCK-OLA Luxury Lightup Phonographs in *addition* to speaker in the phonograph cabinet. Ideal solution for locations with extra rooms! 20" High; 20" Wide; 9" Deep. Shipping weight 33 lbs.

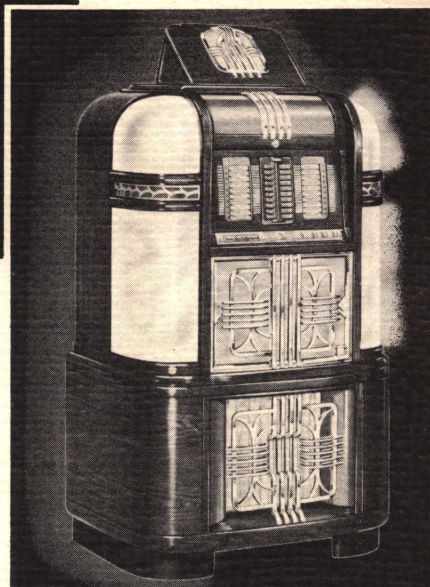
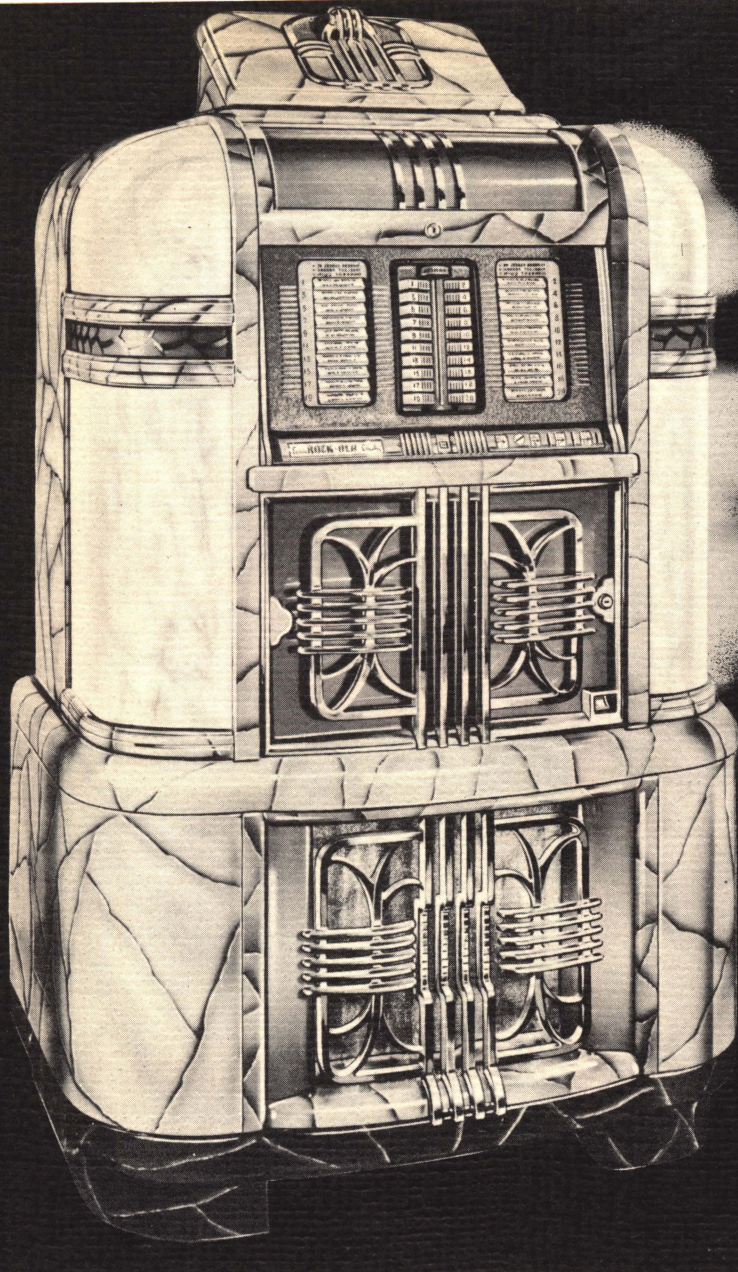
ROCK-OLA ACCESSORY EQUIPMENT

The building of a line of nationally famous products calls for careful thought and constant planning in keeping that line up to date and free from the worry of competition. That is why ROCK-OLA Engineers never cease searching for aids to *better* operation. Public Address Microphones, Auxiliary Speakers, Remote Control Systems—all bring out the full earning possibilities of a route and eliminate competition fear for good. As new ideas are developed they, too, will be offered—part of ROCK-OLA'S Plan of Stabilized Operation. No matter what the location problem, ROCK-OLA offers a suitable solution in *versatile* Accessory Equipment!

IF THERE WERE ONLY ONE WORD IN THE WORLD TO EXPLAIN
ROCK-OLA LEADERSHIP—THAT WORD WOULD BE SATISFACTION



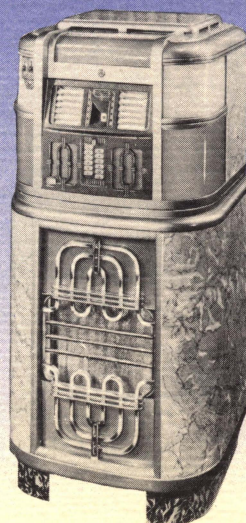
THE SUPER for 1941



Super model is 60" high, 38" wide and 26½" deep. Shipping weight—460 lbs. Master model is 54¾" high, 35½" wide, 25" deep. Shipping weight—420 lbs.

For distinguished, outstanding performance, ROCK-OLA Luxury Lightup Phonographs have been acclaimed by numerous operators. The incomparable beauty of the Super and Master Models is second only to their simplicity and reliability. Gorgeously illuminated Line-O-Selector has large feather-touch numbered keys. Both models offer 20 selections. Equipped with 99% slug-proof coin chute.

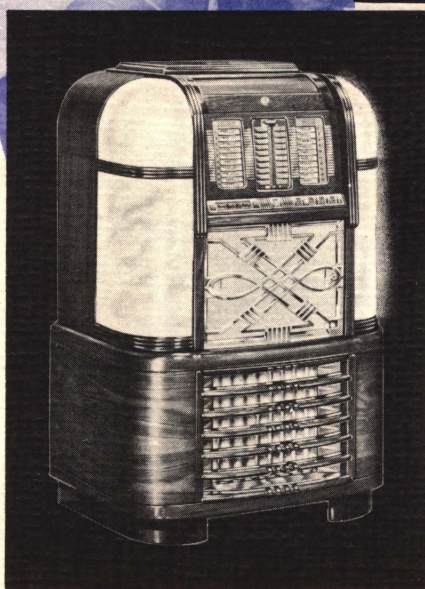
The JUNIOR Line



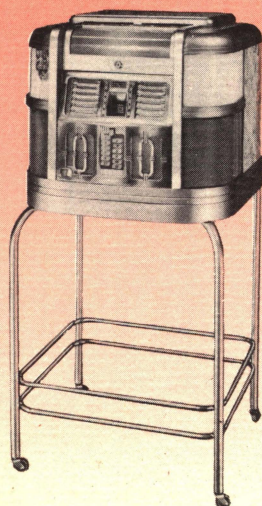
MODEL 1409 JUNIOR CONSOLE

Small in size but large in earning power. Inch for inch the *greatest* money maker any route can have! The Junior Console Model with Matched Light-up Stand containing speaker finds a ready welcome in those locations where space is at a premium. Lustrous Rockolite finish defies description. Overall 53¼" high, 25½" wide, and 21¾" deep. Shipping weight 270 pounds.

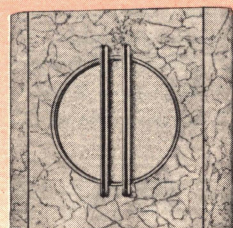
THE MASTER for 1941



- Model 1401 Master Walnut Phonograph.
- Model 1402 Master Walnut Phonograph with Adapter for Dial-A-Tune.
- Model 1403 Master Rockolite Phonograph.
- Model 1404 Master Rockolite Phonograph with Adapter for Dial-A-Tune.
- Model 1405 Super Walnut Phonograph.
- Model 1406 Super Walnut Phonograph with Adapter for Dial-A-Tune.
- Model 1407 Super Rockolite Phonograph.
- Model 1408 Super Rockolite Phonograph with Adapter for Dial-A-Tune.



No location too small for Junior Model. Fits easily on counter or may be used with attractive Chrome Tubular Stand. Junior Model's gay, inviting color scheme is a work of art—its elegant symmetry unsurpassed. Brilliantly engineered 15 watt amplifier has exceptionally low current drain. Uses genuine all metal tubes. Extra Rock-Ola value is the 100% floating steel frame. Makes for rigid durability. A pleasure to service. Both front and rear doors easily removed—cash box located on side. Precision built 12 record mechanism. Famous 99% slug-proof 5c & 10c coin chutes. Junior Model 22" high, 24" wide, 21¼" deep.



No harsh "blasting" with Junior Model matched wall speaker. Can be hung to best advantage for correct sound coverage in any location. For use with Rock-Ola Junior Model only.

Model 1410 Junior with Wall Speaker . . . Junior is 22" high, 24" wide, 21¼" deep. Shipping weight with speaker 210 lbs.
Model 1902 Chrome stand for Junior model.

ROCK-OLA ToneColumn

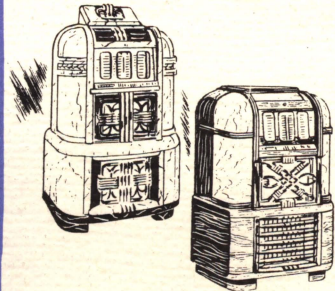
A brilliant new pattern of beauty, depth and color is brought to music by ROCK-OLA ToneColumn. High and low notes both are reproduced with life-like, third dimensional effect impossible to achieve by ordinary methods. *Showering* tone does it! A revolutionary innovation in recorded play-back.



PAGES
4-5-6
8-9

ROCK-OLA PHONOGRAPHS

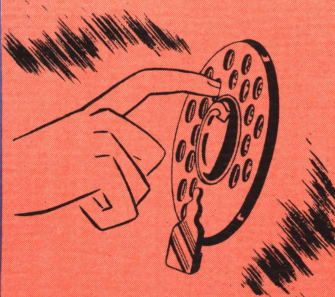
These superb instruments *continue* to lead in Simplicity, Reliability and Performance. Eye-filling colors and compelling design make them the unqualified choice of discriminating Operators everywhere. Combined with ROCK-OLA Accessory Equipment they express craftsmanship to the nth degree.



PAGES
18-19

ROCK-OLA Dial-a-Tune

Here is the answer to every Operator's problem on how to get the most out of each location. DIAL-A-TUNE, by making *selective* music available at bar and booth, increases earnings as much as 300%! *Easily* installed, resplendently lighted, and *simple* to service. Works like an ordinary dial telephone.



PAGES
12-13

ROCK-OLA MYSTIC MUSIC

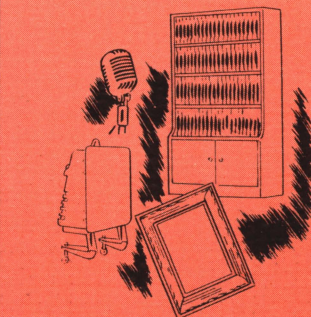
The most profitable, least costly entertainment feature a location can offer. Actually allows patrons to talk with Personality Girls at central station. Increased program selection means *greater* earning power and maximum play appeal! A fascinating musical setup designed for *better* locations.



PAGES
14-15-16

ROCK-OLA ACCESSORIES

ROCK-OLA Engineers have perfected the finest, most complete line of accessory equipment ever made available. Nothing is overlooked in making it possible for Operators to realize the most out of their route. No matter what the problem, the solution to it lies in ROCK-OLA Accessory Equipment.



PAGES
10-11-17

Luxury Lightup MUSIC EQUIPMENT

ROCK-OLA MANUFACTURING CORP.

800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS

→ MUSIC →



Russ Morgan, noted orchestra leader toots one out for the edification of Myrl Park, Sales Representative; Ed Wurgler, General Manager and Herb Klemme, Sales Representative of the California-Simplex Distributing Company. L. Hayslett, Wurlitzer Factory Representative and Eddie Dunne, Simplex Sales Manager standing in the background.

Frisco Greet the New Wurlitzers

SAN FRANCISCO—With flowers, music, refreshments and a full house of visiting Music Merchants for two solid days, California-Simplex Distributing Company introduced the new Wurlitzer Victory Models with considerable fanfare.

Despite the elaborate surrounding program, the big hit of the session was scored by the new Wurlitzer Models which West Coast Music Merchants acclaimed the finest line they had ever seen.

If anything could be singled out as creating most comment, it was Polaroid Illumination. "The boys went wild over that," said General Manager Ed Wurgler, "and I guess they were no exception to Music Merchants everywhere when it came to praising Polaroid Light and Color.

"If you should ask me what was next in favor I guess it was the price on the Victory Model 750. That really was a surprise and it has already stimulated plenty of action out here."

Other California-Simplex officials said that the reception accorded Wurlitzer's Remote Control Equipment, the Wurlitzer Colonial Model 780 and the two Wurlitzer Counter Models could certainly not be overlooked.

All in all, it was a great occasion, everyone agreed—and certainly a victory for Wurlitzer as well as Wurlitzer Music Merchants.

"Orders for new phonographs put last year's total for National Wurlitzer Days way back in the shade and prospects for the future are every bit as bright," summed up Eddie Dunn, Frisco Sales Manager for California-Simplex. ♦



Part of the huge crowds at California-Simplex Wurlitzer Days in San Francisco.

Miller, Crosby, "Never Smile" Tops In Coinmen's Poll

CHICAGO—Get Bing Crosby to record "I'll Never Smile Again," accompanied by Glenn Miller's band, and you'll have a composite of the American public's likes in recorded popular music. A poll of 8000 coin machine men taken by Coin Machine Industries, Inc., prior to the annual convention, proved the point.

Crosby easily retained his top-position in the field of recording artists with such hits as "Blueberry Hill," "Only Forever" and "Sierra Sue," and repeats on "Silent Night" and "Adeste Fideles," the poll disclosed. The Andrews Sisters swiped second spot from the Ink Spots, chiefly on the basis of their work on "The Woodpecker Song," while "Maybe" was the Ink Spots' best.

Glenn Miller won the laurels for top leader by a two-to-one margin over Tommy Dorsey, coming through with such recordings as "In the Mood" and "Tuxedo Junction." Dorsey scored heavily on "I'll Never Smile Again," while "Frenesi" gave Artie Shaw third-place honors.

"I'll Never Smile Again" was an easy winner among the recorded tunes, and "Maybe" barely nosed out "The Woodpecker Song" and "In the Mood" for second and third-place tie, respectively.

Miller's growing and lasting popularity resulted in a recent renewal of contract—for a three-year period—with Bluebird, under an arrangement which doubles his previous financial return, and almost simultaneously his thrice-weekly radio commercial was renewed for 52 weeks. His policy of dedicating one of these CBS broadcasts to an army training camp has proved so successful that he has decided to continue saluting these units on all future programs, playing at least one favorite tune of the majority of trainees.

Crosby likewise signed a new five-year contract with Decca, guaranteeing him \$60,000 a year plus a percentage on all sales. Under the old contract, torn up with two years still to run, his percentage cut was some \$42,000. A new contract with Paramount Pictures calling for three films a year for three years at \$175,000 each, lets him do one outside film in place of one Paramount production if he wishes, and he has the final say on script, music and casting. Figuring in the Kraft Music Hall broadcast and a few other little items like the Del Mar pony ring, it looks as though it might be a fairly good year for the Crosby family. ♦

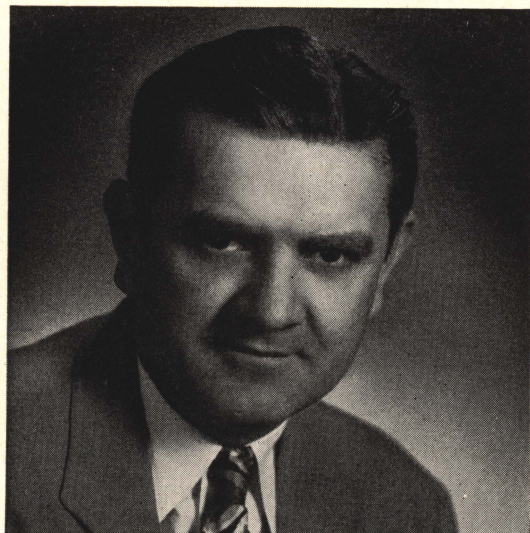
Hemminger Ill

WAUKEGAN, Ill. — Bill Hemminger, salesman for the Pfanstiehl Chemical Co., manufacturer of phonograph needles, is recovering here from an attack of pneumonia suffered on the Sunday following the Coin Machine Show in Chicago, where he was in charge of his firm's display. At St. Therese Hospital, where he is a patient, he is said to be recovering. ♦

COIN
MACHINE
REVIEW

47

FOR
FEBRUARY
1941



Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE
WURLITZER DISTRICT MANAGER
FOR CALIFORNIA, NEVADA, ARIZONA, HAWAII

509-10-11 DeYoung Building
Telephone: Garfield 6560
San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

AMPA Officers, Policies Set For Coming Year

CHICAGO—Reelection of officers and directors of Automatic Phonograph Manufacturers Association at the group's annual meeting at the Palmer House, January 21, presents the following lineup: president, J. E. Broyles, Rudolph Wurlitzer Co.; vice-presidents, D. W. Donohue of Mills Novelty Co. and D. C. Rockola, Rock-Ola Mfg. Corp.; treasurer, C. T. McKelvy, J. P. Seeburg Corp. These officers, with Robert Gabel of the John Gabel Mfg. Co., constitute the board of directors. C. S. Darling is executive secretary.

Policies for the coming year include a continuation of previous activities in co-operation with distributors and operators on tax and other local matters affecting the industry, attention to copyright and other legal matters, opposition to objectionable records, and opposition to the manufacture sale and unauthorized use of slugs in phonographs.

In the recent conviction of a seller of slugs at Omaha, a case in which the association was much interested, the defendant's motion for a new trial was overruled on January 11 and the court ordered the defendant to pay a fine of \$100 on each of the three counts of indictment, further placing him on probation for a year. The defendant has paid the fine, and latest reports indicate there will probably be no appeal.

Anxious to cooperate as fully as possible with all distributors and operators on similar matters, the association urges prompt forwarding of reports of such instances to its offices at 120 South LaSalle Street, Chicago. ♦

Coinman's Brother Writes New Tune

NEW YORK—Eddie Lane, young brother of Bert (Seaboard Sales) Lane, and a member of the advertising firm of Byrde, Richard & Pound, decided that in one way or another he'd get tied up with the phonograph business. The simplest way, as he saw it, was to work with two collaborators, Mack David and Vee Lawnhurst, and turn out a new tune.

The tune, published by Santley-Joy-Select, and recorded by Mitchell Ayres on Bluebird, and by Tommy Tucker on an Okeh disc, is "The Two Little Squirrels (Nuts to You)"—and coinmen who got a

pre-hearing of it during the four-day Show in Chicago, waxed enthusiastic about its possibilities and promptly started humming and whistling it, which is a good omen for any number.

Says Eddie: "I've certainly got a heartful of gratitude for all that the phonograph ops have done in helping get my past songs up the ladder, and I'm very proud and pleased to be able to present them with what I sincerely believe will be my own biggest hit and one of the real money-makers of the year." ♦

"Don't you think there's something brutal about football?"
"Yes. The price of the seats."



According to Ed Wurgler of California Simplex Distributing Company, Eddie Dunn's Cocktail Lounge in 'Frisco is one of the town's top spots. "It was tailor made for a Wurlitzer Colonial Model," says Ed, "and we thought so and the owner thought so. The result you see above. The instrument has scored a big hit with patrons and is kept busy all the time."

**THIS SIGN
DOES NOT
APPLY TO
US**



**WE'RE READY TO RENDER WIDE
AWAKE SERVICE TO MUSIC
MERCHANTS DAY OR NIGHT**

We're mighty proud of our reputation for rendering alert and helpful service to California Music Merchants.

By constructive suggestions—by sound advice as well as by the maintenance of a fast stepping and complete parts and repair department, we're doing everything in our power to keep every Wurlitzer Phonograph and Music Merchant in this State earning maximum profits.

Our service department offers expert technicians qualified for remote control, amplifier and other electrical work.

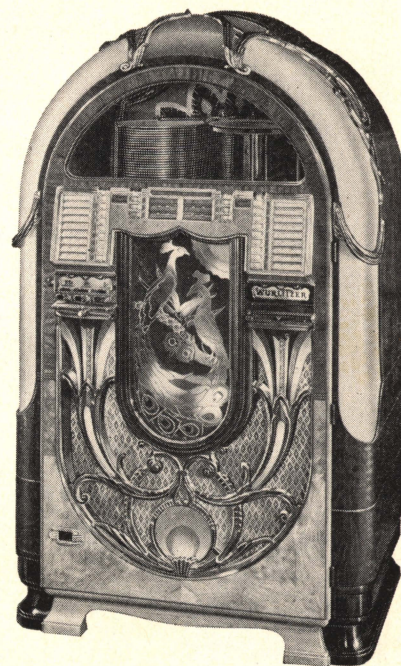
We invite you to use this service.

CALIFORNIA SIMPLEX DISTRIBUTING CO.

DISTRIBUTORS OF **WURLITZER** AUTOMATIC PHONOGRAPHS

1157 Post St., San Francisco

1348 Venice Blvd., Los Angeles



COIN
MACHINE
REVIEW

49

FOR
FEBRUARY
1941

-RECORDS-

KEY TO RATING
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
 FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 4★ 11024 Dick Todd
THE MEM'RY OF A ROSE (V)
YOU FORGOT ABOUT ME (V)
- 3★ 11023 Panchito
URI-URI-URA (C)
ESTRELLITA MIA (B)
- 3★ 11022 Tony Pastor
WITH A TWIST OF THE WRIST (FT VC)
YOU SHOULD BE SET TO MUSIC (FT VC)
- 2★ 11021 Johnny Hodges
JUNIOR HOP (FT)
DAY DREAM (FT)
- 3★ Glenn Miller
YOU ARE THE ONE (FT VC)
I DO, DO YOU (FT VC)
- 4★ 11019 Blue Barron
IN COPACABANA (FT T)
MEAN TO ME (FT VC)
- 4★ 11018 Larry Clinton
ROCKIN' CHAIR (FT VC)
NOBODY KNOWS MY TROUBLES (FT VC)
- 3★ 11017 Bob Chester
I COULD WRITE A BOOK (FT VC)
BEAU NIGHT IN HOTCHKISS CORNERS (FT VC)

- 3★ 11016 Teddy Powell
TAKING A CHANCE ON LOVE (FT VC)
HERE'S MY HEART (FT VC)
- 3★ 8606 Texas Jim Robertson
I'LL BE BACK IN A YEAR, LITTLE DARLING (HB VC)
THE COWBOY ISN'T SPEAKING TO HIS HORSE (HB VC)
- 3★ 11015 Freddie Martin
WHEN I SAW YOU (FT VC)
THE STARS REMAIN (FT VC)
- 3★ 11014 Charlie Barnet
LUMBY (FT)
PHYLLYSSE (FT)
- 3★ 11013 Vaughn Monroe
I DO MEAN YOU (FT VC)
LONE STAR TRAIL (FT VC)
- 1★ 11012 Vic Blue
MEMORIES FOR SALE (V)
WISE GUY (V)
- 3★ 11011 Glenn Miller
PRAIRIELAND LULLUBY (FT VC)
THE MEM'RY OF A ROSE (FT VC)
- 2★ 11010 "Fats" Waller
LIVER LIP JONES (FT VC)
COME DOWN TO EARTH MY ANGEL (FT VC)

- 3★ 11009 Art Kassel
I WISH YOU WERE JEALOUS OF ME (W VC)
DOWN IN TOYLAND VILLAGE (FT VC)
- 3★ 11008 Tony Pastor
ADIOS (Rhumba FT)
PARADIDDLE JOE (FT VC)
- 3★ 11007 Mitchell Ayers
HELLO MA! I DONE IT AGAIN (FT VC)
WISHFUL THINKING (FT VC)
- 3★ 11006 Harry's Tavern Band
SAX-A-FUN (POLKA)
DUCK SOUP (POLKA)
- 3★ 11005 Abe Lyman
THE PRISONER'S SONG (FT VC)
MARIA ELENA (W VC)
- 3★ 11004 Charlie Barnet
THESE THINGS YOU LEFT ME (FT VC)
HE'S A LATIN FROM STATEN ISLAND (FT VC)
- 4★ 11003 Dinah Shore
I HEAR A RHAPSODY (V)
I DO, DO YOU? (V)
- 4★ 11002 Alvino Rey
ROSE ROOM (FT)
TIGER RAG (FT VC)
- 3★ 11001 Erskine Hawkins
SOFT WINDS (FT)
S'POSIN' (FT VC)
- 3★ 11000 Teddy Powell
IT ALL COMES BACK TO ME NOW (FT VC)
SUNSET AT SEA (FT VC)
- 4★ 10999 Larry Clinton
CARNIVAL OF VENICE (FT)
CIELITO LINDO (FT)

COLUMBIA

- 2★ 35927 Michael Loring
WE COULD MAKE SUCH BEAUTIFUL MUSIC (V)
OH YOU GYPSY (V)

(See RECORDS, page 74)

COIN
MACHINE
REVIEW

50
FOR
FEBRUARY
1941

ONLY GENUINE
PERMO POINT
 NEEDLES SERVE
 YOU BEST

The Heart Beat of Your Phonograph

PERMO POINT

"The Needle That Is Kind to Your Records"

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
 620 Memorial Dr., Cambridge

MILWAUKEE, WIS.

Taylor Electric Co.
 112 North Broadway

NEWARK, N. J.

Krich-Radisco, Inc.
 422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
 460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
 32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
 1519 "L" St., N.W.
 202 S. Pulaski St., Baltimore, Md.

It Pays to Use
**VICTOR and
 BLUEBIRD
 RECORDS**



Proven in the Popularity Polls
for 1940

THE NAMES THAT NAB THE NICKELS ARE ON VICTOR and BLUEBIRD RECORDS

GLENN MILLER

DUKE ELLINGTON

TOMMY DORSEY

DICK TODD

DINAH SHORE

CHARLIE BARNET

VICTOR RECORDS
50¢ List Price

BLUEBIRD RECORDS
35¢ List Price

The returns are in, and the Victor and Bluebird bandsmen are riding high on the crest of record honors. Glenn Miller, Tommy Dorsey, Duke Ellington, Charlie Barnet, Dinah Shore, Dick Todd—they're all just where the fans want them to be—way up top! The coin spenders have given you coin operators a clear mandate to keep plenty of big name Victor and Bluebird discs on deck and ready to rotate. So—more than ever, you can be sure that when you pick a program from the latest hits on Victor and Bluebird Records, you'll not only please popular preference, but you'll make every day a pay day for your machines.

Order RCA Victor Permo-Point Needles from your RCA Victor distributor today. In Canada, contact RCA Victor Co., Ltd., Montreal. Trademarks "Victor" and "RCA Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.

RCA VICTOR
PREFERRED TYPE
RADIO TUBES
For Finer Radio
Performance

COIN
MACHINE
REVIEW

51
FOR
FEBRUARY
1941

More than ever—it pays to use
**VICTOR and
BLUEBIRD RECORDS**

VICTOR DIVISION

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Duke Ellington and his Famous Orchestra
27326 The Girl in My Dreams Tries to Look
Like You—F.T.(V.R.)
Flamingo—F.T.(V.R.)
Tommy Dorsey and his Orchestra
27274 You Might Have Belonged to Another
—F.T.(V.R.)
Oh! Look at Me Now—F.T.(V.R.)
Metronome All-Star Band
27314 Bugle Call Rag—F.T.
One O'Clock Jump—F.T.

Glenn Miller and his Orchestra
B-11029 Song of the Volga Boatmen—F.T.
Chapel in the Valley—F.T.(V.R.)

Dinah Shore, Vocal with Orchestra
B-11003 I Do, Do You?—Vocadance
(Do You Believe in Love?)
I Hear a Rhapsody—Vocadance

Dick Todd, Baritone
B-11024 The Mem'ry of a Rose—Vocadance
You Forgot About Me—Vocadance

Charlie Barnet and his Orchestra
B-11037 Good-for-Nothin' Joe—F.T.(V.R.)
Charleston Alley—F.T.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

TEXAS

Covered By
JOHN G. WRIGHT

HOUSTON (RC)—Another high attendance mark for Houston musicians was set at the January 22 social meeting in the Milam building. It was the third consecutive high attendance record and each meeting was different as to refreshments, food, or entertainment. The previous gathering by Red Harrington, Harry Armer, Doc Clancy, served home baked ham, turkey and dressing, and put on a real floor show.

The latest affair was given by operators Henry Cruse, Bill Peacock and Fred McClure. Main attraction was a genuine Mexican supper prepared by Cecil Villarreal, a Mexican chef who has been cooking at River Oaks drive-in cafe for nine years. Jack Allen, manager of the cafe, supervised the preparation and serving of the supper.

Two brands of beer were served, compliments of the Houston distributors. A photographer finally got most of the boys to pose for a picture. Bill Peacock then unlimbered the old projector, set up his screen, and put on a snappy show of brand new films, just released. Next to doing things with Coca Cola and other stronger liquids, Bill's most useful hobby is taking and projecting movie pictures—but he positively did NOT take those shown at the meeting, so don't be cluttering up his office, wanting to lend a hand.

A new concern, Peerless Amusement Co., handling a standard line of operating equipment, was opened in Houston early in January. The firm also features a modern cabinet shop and specializes in renovation and light up of phonographs. D. W. Willett is manager.

Tommy and Buster Ayo and H. M. Crowe, of Houston, together with John Hornsby, Dick Campbell, Tom Slattery, Earl Montgomery and Frank Smith, of Memphis, Tenn., attended the Sugar Bowl football game at New Orleans. The group had seats on the fifty yard line. Crowe has never missed a Sugar Bowl game. The two Ayos are with R. & A. Distributing Co., of which Crowe is manager. Hornsby, Campbell, Slattery are with Decca's Memphis branch. Smith and Montgomery are co-owners of S & M Music Co., Memphis Rock-Ola distributors.

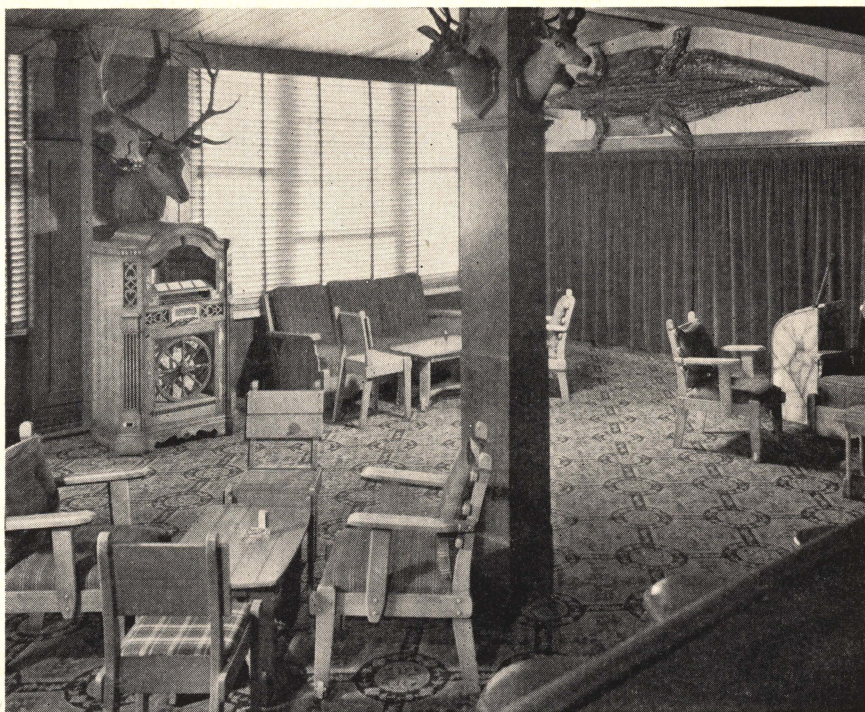
Texas had her largest representation at this year's show in Chicago. Houston was the best represented city in the state as to numbers attending. The Texas group included an unusually large number of operators.

J. W. "Dad" Johnson of Fort Worth, one of the oldest, best known and most respected operators in Texas, died on the morning of January 6.

Johnson was a famous showman, a mechanical genius, an inventor of note; during his later years as owner and manager of Ideal Novelty Co. he became a nationally-known operator. He was a strong believer in operator organizations and his conduct as an operator would well serve as an example for any worthwhile association.

Al Mendez of New Orleans was appointed Wurlitzer district manager in Texas and Louisiana early in January. This office was formerly held by R. S. Bleekman, with headquarters in Houston.

Earl Reynolds of Dallas, Packard Mfg. Corp. district manager, was seriously injured on the train returning from the Chicago show. According to reports he was



Wurlitzer installation in the cocktail lounge of San Francisco's 365 Club, one of the smartest of west coast locations. Wurlitzer Music Merchant Anton Munkdale is responsible for club patrons' enjoyment of music from the Colonial Model 780. He says: "I'm 100% sold on it as a means of landing locations no music merchant could ever touch before."

Pictorially Speaking



Some of the Houston coinmen present at the January 22nd social meeting given by Henry Cruse, Bill Peacock and Fred McClure.

leaving the dining car when he slipped in snow between the cars and fell. An ambulance met the train at Highland Park station, Dallas, and rushed Mr. Reynolds to the hospital. Latest reports were that an X-ray examination did not disclose the fullness of his injuries and that a spinal puncture was feared.

Business conditions in Texas, particularly as to wages and employment, continue to improve even over an excellent past half-year, with attendant coin machine opportunities. Defense measure projects lead with private industry not far behind. Dozens of projects employing thousands of men

throughout the State are in full swing. Others already under way or due to start before the middle of February include:

The \$6,000,000 Camp Wallace Army replacement center at Hitchcock, located between Galveston and Houston and employing 5000 men in construction work; \$5,300,000 shipyard on the ship channel six miles from Houston, 4000 men to be regularly employed building 25 ships; \$2,800,000 drydock and \$1,200,000 pleasure pier at Galveston; \$1,200,000 air base at Victoria; \$5,000,000 shipyard at Orange, which will construct 12 destroyers at a cost of \$8,100,000 each. ♦

COIN
MACHINE
REVIEW

52

FOR
FEBRUARY
1941



Rock-Ola Dial-A-Tune Remote Control plays a featured role in the famous string of Tiny's dine and drink establishments throughout California. Shown above, for instance, is an installation of Dial-A-Tune in Tiny's Waffle Shop, Eureka, California.



"It's a beautiful place, Ben," says Ben. Yes, they both have the same first name, but the gentleman on the left is Ben Boldt, Advertising & Sales Promotion Manager of the Rock-Ola Manufacturing Corporation, and the gentleman on the right is Ben Bennett of the Bennett Music Company, Phoenix, Arizona, Rock-Ola Distributors. In case you're wondering about the conversation, Boldt is complimenting Bennett on his beautiful home.

Two Reasons— Both Are Good

PHOENIX—Ben Bennett, owner of the Bennett Music Company, Phoenix, Arizona, claims that he has two very good reasons for liking Phoenix and the grand state of Arizona. He tells it in his own way:

"I like Arizona because of the men I work with and because of the fine support they have given Rock-Ola Luxury Lightup Phonographs and Dial-A-Tune Wall and Bar Boxes. The confidence placed in my firm and in the products I handle convinces me that these men really know what they want. The second reason I like Arizona is

because of its wonderful scenery and climate, but it all goes back to Rock-Ola, because the reception given to the line has placed a silver lining on everything I see."

* * *

Once an ocean passenger got so seasick he looked like his passport photo.

* * *

"I've never seen such a LONG pie in all my life," exclaimed the Newlywed husband at the table. "Please don't blame ME," blurted the bride, "I took the SHORTEST rhubarb they had at the market."



Jimmy Passanante and M. Y. Blum, Ajax Novelty Company, Detroit, play High-Hand replay poker-console during a visit to the Bally factory during the show.



E. C. "Gene" Steffens joins Permo Products Corp. and poses with Arthur J. "Art" Olsen for this REVIEW photo on his first day in his new position.

Wurlitzers Premiered At Wal-Bil Novelty

ST. LOUIS (RC)—Music, refreshments and a lot of "oh's" and "ah's" were the feature the nights of January 5 and 6, when Wurlitzer distributor, Pete Brandt unveiled the 1941 phonograph line at Wal-Bil Novelty Company here. Pete played both the role of earnest host and genial salesman by closing 25 sales on the opening night.

Particularly notable from this early showing was the fact that coinmen in general showed a tendency toward better-priced equipment, demonstrating, says Brandt, that the average operator is looking more than ever to the appearance and satisfaction of his "merchandise."

Enlivening the atmosphere of Wal-Bil's erstwhile service shop was a three-piece orchestra playing everything by request; a complete tavern bar with Swiss Barmaids, and "Dagwood" sandwiches galore.

* * *

The Traveling Salesman, returning home from a three months trip met his family doctor who congratulated him on his newly born son! "Bawls like a bull," mused the doctor!

"HE HAS," exclaimed the proud parent. "No," replied the doctor, "He DOES."

COIN
MACHINE
REVIEW

53

FOR
FEBRUARY
1941

Around the Circuit With Packard People

HOLLYWOOD—Bill Simmons, Packard Mfg. Corp. regional manager, has turned reporter again. Of course he knows more people doing business with Packard than with anyone else, but he seems to know who's newsworthy, and that's what counts. For himself, he reports the writing of contracts at the Chicago Show for several hundred Pla-Mor boxes to be shipped to the various districts in his territory, and declares that the large attendance of western operators and distributors at the 1941 gathering gave him a business volume exceeding all previous shows.

B. M. Ginsberg, Packard jobber in and about Roswell, N. M., was among Show visitors. Pete Weyh of Havre, Mont., signed a distributing contract while he was in Chicago, covering the territory from Glacier County, Mont., east to the state line. W. F. Duggan, representing Seattle's Puget Sound Novelty Co., secured a Packard distributorship for eastern Washington.

Jack Gutshall, Esquire Music Co., Packard distributor in Los Angeles, visited the Packard plant in Indianapolis following his stay in Chicago. F. A. Weaver, formerly of Seattle, has been named Packard district manager for southern Nevada, Arizona and New Mexico; Weaver is an old-timer in the phonograph business. Mel D. Close, Salt Lake City distributor, returned from Chicago with the flu; at last report he was improving nicely.

Increases in Pla-Mor box sales are reported by H. R. Smith, who covers Utah, Wyoming, southern Idaho and Colorado, by William Martin of Cornelius, Ore., Sid Stewart of Stewart Sales Co., Colorado Springs, Colo., and Clayton Ballard, district manager for Oregon, Washington and Montana.

New Jersey Musicmen Name 1941 Officers

NEWARK, N. J.—Automatic Music Assn. of New Jersey, Inc., a chapter of the Phonograph Operators Assn. of Eastern Pennsylvania and New Jersey, has named its new officers for 1941, according to report of James Hammond. They are:

President—Dave Stern of American Sales, Elizabeth; vice-president—Humbert Betti of Betti & Sons, Union City; secretary—Robert Weller of L. & W. Vending, Cliffside Park; treasurer—Edward Marks of Magic Music, Bayonne; director—August Herbert of Jacks Amusement Co., Woodridge.

Woodard Opens New L. A. Plant

LOS ANGELES—The Woodard Manufacturing Company has opened a new plant for the manufacture of Wall Boxes and Wired Music Accessories at 6644 Santa Monica Boulevard. Gordon Woodard is president; Martin V. Smith, vice-president and sales manager; and S. W. Kuhns, vice-president and treasurer.

The firm has a rather extensive layout wherein they will manufacture their famous Penny-A-Tune Wall Box, a complete line of Wired Music Wall Boxes including one model with open mike and one with concealed, and a new box listing 150 tunes on a convenient program roller.

It is intended to market products of the new Company through all bonafide jobbers and distributors in all parts of the country and factory representatives will leave shortly to demonstrate the new products in the key cities of the nation.

St. Louis Musicmen Insist on Strips

ST. LOUIS—Formal protests have been filed with the record distributors in this area by the Associated Phonograph Owners, Inc., on a new ruling of the distributors whereby they have discontinued providing typed record strips.

In the past it has been the policy of the distributors to provide operators with neatly typewritten strips in case they could not supply the usual printed ones. The first of the year this service was discontinued.

The Association feels the service should go on for a strip printed or written by hand holds very little appeal and a combination of printed and handwritten strips in a program is far from being attractive to a prospective patron.

Mangan Record Makes Record Sales

CHICAGO—When James Mangan, director of merchandising and advertising for Mills Novelty Co., wrote "We're All Americans," he had no idea that in its recorded form it would break records, yet just that has happened.

The record companies generally consider a sale of 5,000 discs on any single recording to be highly satisfactory. Yet, according to figures released officially by BMI, Dick Todd's presentation of it on Bluebird B10840 sold 21,429 copies in its first three months.

Since it is a patriotic number, promotion on it has just begun, and it is believed that within the next six months it will reach the all-time hit class.



The Symbol Of Perfect Record Entertainment!

You'll find the biggest and best names in the entertainment world on Columbia and Okeh Records. See any one of the following distributors TODAY for the topnotch tunes of the day.

BUFFALO, N. Y.

W. BERGMAN CO.
Oak & Eagle Sts.

CHARLESTON, W. VA.

CHARLESTON ELEC. SUPPLY CO.
914 Kanawha St.

RICHMOND, VA.

BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

ST. LOUIS, MISSOURI

LAYER DISTRIBUTING CORP.
814 Walnut St.

OMAHA, NEBRASKA

MAJOR APPLIANCE CO.
2558 Farnam St.

PHILADELPHIA, PA.

MOTOR PARTS CO.
17th St. & Indiana Ave.

DETROIT, MICH.

PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

PROVIDENCE, R. I.

PHILCO DISTRIBUTORS
17 Lyman St.

ALBANY, N. Y.

ROSKIN BROTHERS, INC.
1078 Broadway

CHARLOTTE, N. C.

SOUTHERN BEARINGS & PARTS CO
315 No. College St.

NEW ORLEANS, LA.

SOUTHERN MUSIC SALES CO., INC.
327 Baronne St.

CLEVELAND, OHIO

STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.

LOS ANGELES, CALIF.

RAY THOMAS CO.
1601 S. Hope St.

MEMPHIS, TENN.

WOODSON & BOZEMAN INC.
482 Union Ave.

COIN
MACHINE
REVIEW

54

FOR
FEBRUARY
1941

PHONOGRAPH OPERATORS

Now At All Montgomery Ward & Co. Stores

Airline

LONG LIFE PHONOGRAPH NEEDLES

Catalogue Number 3284

If there is no store in your city, you may write to us if you prefer, and ask for our No. 544 needle.

M. A. MILLER MFG. CO.

1169 E. 43rd STREET

CHICAGO, ILL.

BUCKLEY

NEW MODEL
ILLUMINATED MUSIC BOXES
Direct Touch to Touch Action



Complete Line for
32 — 24 — 20 — 16 — 12
RECORD SYSTEMS
LUMALITE SIDE PANELS
BRILLIANTLY ILLUMINATED

NEW HINGED COVER
SPEEDS UP SERVICE

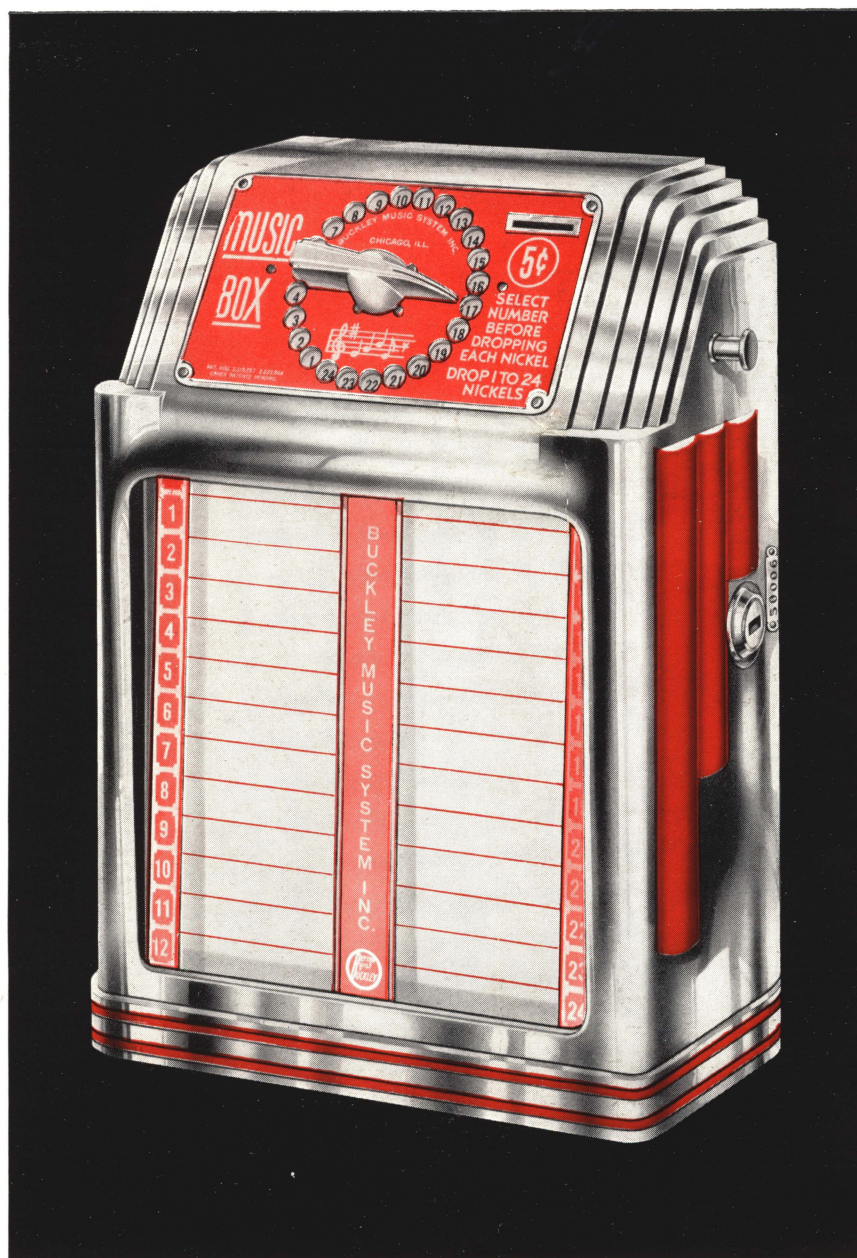
EXCLUSIVE COIN SWITCH
PROOF AGAINST MANIPULATION BY JARS OR KNOCKS

PATENTED FOOL-PROOF COMMUTATOR
INDICATOR KNOB ALWAYS IN ADJUSTMENT

BUCKLEY MUSIC SYSTEM, Inc.
4223 West Lake Street • Chicago, Ill.



BUCKLEY
ILLUMINATED MUSIC BOX
Hammered Gold Finish



BUCKLEY
ILLUMINATED MUSIC BOX
Plated Chrome Finish

GET ACQUAINTED WITH YOUR NEAREST DISTRIBUTOR OF
BUCKLEY MUSIC SYSTEM
WITH THE SENSATIONAL DIRECT "TOUCH-TO-TOUCH" ACTION

BALTIMORE, MD.
 ORIOLE COIN MACHINE CORP.
 138 WEST MT. ROYAL AVE.

BELLMORE, L. I., N. Y.
 SUPREME VENDING COMPANY, INC.
 201 GRAND AVE.

BIRMINGHAM, ALA.
 BIRMINGHAM VENDING COMPANY
 2117 THIRD AVE., NORTH

BOSTON, MASS.
 BOND SALES COMPANY
 (Mike Bond)
 1022 COMMONWEALTH AVE.

BROOKLYN, N. Y.
 (Eastern District Sales Manager)
 De Witt Eaton
 BUCKLEY MUSIC SYSTEM, INC.
 680 BROADWAY

SUPREME VENDING COMPANY, INC.
 557 ROGERS AVENUE

CHATTANOOGA, TENN.
 DIXIE AMUSEMENT COMPANY
 615 CHERRY STREET

CHICAGO, ILL.
 MARTIN-LINDELOF DISTRIBUTING CO.
 SKOKIE, ILL.

COLUMBUS, OHIO
 ELUM SALES COMPANY
 185 E. LONG STREET

DALLAS, TEXAS
 WALBOX SALES COMPANY
 1713 YOUNG STREET

DENVER, COLO.
 (Mountain States District Sales Manager)
 James E. Blackwell
 BLACKWELL DISTRIBUTING COMPANY
 585 MILWAUKEE STREET

DETROIT, MICH.
 AMERICAN NOVELTY COMPANY
 3165 GRAND RIVER AVENUE

FAIRMONT, MINN.
 MID-WEST NOVELTY COMPANY
 109 E. SECOND STREET

FRESNO, CALIF.
 JOE H. BAKER
 154 N. FIRST STREET

FORT WAYNE, IND.
 INDIANA SALES COMPANY
 209 SO. CORNELL CIRCLE

HAVANA, CUBA
 L. H. McMASTERS
 BACARDI BLDG., NO. 301

INDIANAPOLIS, IND.
 WIRED MUSIC
 626 MADISON AVENUE

KNOXVILLE, TENN.
 TRIANGLE MUSIC COMPANY
 206 WEST MAGNOLIA STREET

LOUISVILLE, KY.
 KENTUCKY SPRINGLESS SCALE CO.
 516 SOUTH SECOND STREET

LOS ANGELES, CALIF.
 GENERAL MUSIC COMPANY
 2277 WEST PICO BLVD.

CHARLES A. ROBINSON
 1911 WEST PICO BLVD.

MADISON, WIS.
 SPECIALTY SALES COMPANY
 408 WEST GORHAM STREET

MASSILLON, OHIO
 ELUM SALES COMPANY
 127 WEST TRIMOUNT ST., S. W.

MEXICO, D. F.
 ROBERT W. WEEKES
 APDO. POSTAL 8902

MIAMI, FLA.
 LES PURINGTON
 525 N. W. 24TH AVENUE

MINNEAPOLIS, MINN.
 MUSIC INSTALLATIONS
 1318 NICOLLET AVENUE

NEWARK, N. J.
 ROYAL SALES COMPANY
 641 HUNTERDON STREET

NEW ORLEANS, LA.
 BUCKLEY MANUFACTURING SALES CO.
 2215 CANAL STREET

OAKLAND, CALIF.
 BAER MUSIC COMPANY
 850 EAST 14TH STREET

ORLANDO, FLA.
 SOUTHERN MUSIC COMPANY
 503 WEST CENTRAL AVE.

OTTAWA, ILL.
 WOLFE MUSIC COMPANY
 920 EAST MAIN STREET

PHILADELPHIA, PA.
 UNIVERSAL AMUSEMENT COMPANY
 2010-12 MARKET STREET

PITTSBURGH, PA.
 ORIOLE COIN MACHINE CORP.
 1410 FIFTH AVENUE

PORTLAND, ORE.
 AUBREY V. STEMLER
 807 S. W. 16TH AVENUE

PONTIAC, MICH.
 WOLVERINE ENTERTAINERS, INC.
 88 NEWBERRY STREET

SACRAMENTO, CALIF.
 D. B. SCOTTO
 1921 SIXTEENTH STREET

SAN FRANCISCO, CALIF.
 (Pacific Coast District Sales Manager)
 WILLIAM CORCORAN
 927 LARKIN STREET

METRO MUSIC COMPANY
 280 GOLDEN GATE AVE.

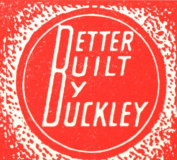
ST. LOUIS, MO.
 PUBLIC SOUND SYSTEMS
 2718 GRAVOIS STREET

TOLEDO, OHIO
 NATIONAL SOUND SYSTEM
 2137 TRYON LANE

VALDOSTA, GA.
 SOUTHERN MUSIC COMPANY
 125 WEST CENTRAL AVE.

MILWAUKEE, WIS.
 PATTERSON & DENNISON, INC.
 6210 W. GREENFIELD AVE.
 WEST ALLIS, WIS.

BUCKLEY MUSIC SYSTEM INC.
 4225 W. LAKE ST. - CHICAGO - ILL.



Buckley Dists. Hold First Annual Banquet

SAN FRANCISCO—One of the most important exhibits, to Western operators, at last month's Coin Machine Show in Chicago, was that of Buckley Music Systems, Inc., manufacturer of Buckley Wall and Counter Boxes.

Attending from the Pacific Coast area were William Corcoran, District Sales Manager for California, Oregon, Washington, Arizona and Nevada, and the following Buckley distributors operating under Corcoran: A. V. Stemler, Sam Kingston, Charles A. Robinson, Mel Baer, and Bud Parr.

On the evening of Wednesday, January 15, a meeting of 52 Buckley distributors from various parts of the country convened for their first annual banquet to discuss mutual prospects for 1941. The meeting was presided over by F. Parsons, Vice-President of Buckley Music Systems, Inc.

A comprehensive plan of sales and promotion for the year of 1941 was outlined by Parsons under the head of "Bigger and Better Business for Buckley in 1941". Parsons congratulated the distributors present upon their excellent co-operation and efforts during 1940, stressed the importance of the new Buckley line of accessories, and other improved features which will be announced to the trade within a short time.

Following Parsons' talk, each distributor was introduced to the assemblage. First to be called on was Bill Corcoran.

Corcoran started his remarks by complimenting Pat Buckley for his vision and farsightedness in developing the Buckley Wall and Counter Boxes, as well as for his sincere and earnest endeavors to better the position of the music operators in the industry by designing and manufacturing equipment that was not only trouble-proof, but which might be easily adapted to all makes and models of phonographs. Corcoran praised Pat Buckley and termed him the "operators' friend." He pointed out that Buckley's achievement has done a great deal to enable operators to secure the greatest possible revenue from their equipment and to eliminate the bugaboo of yearly model depreciation.

Being an old timer in the business and a

NEW LOCATION

The PHONO-TEL CO. Inc.

FORMERLY IN SAN FRANCISCO

IS NOW LOCATED IN ITS
NEW FACTORY AT

838 E. Jefferson Street
LOS ANGELES, CALIF.

ADams 3385

NOW IN PRODUCTION ON NEW DELUXE
BAR BOX AND CABINETS

former Wurlitzer distributor who not only sold the Wurlitzer line to operators, but also operated several hundred phonographs on the Pacific Coast, Corcoran was well qualified to outline the advantages of Buckley Music Systems. Last year, Corcoran sold his Wurlitzer distributorship business after a careful study of the possibilities existing in Buckley installations, and his record as a distributor of Buckley has placed him in first position nationally, during the past year.

Among other things, Corcoran stressed the fact that in previous years operators had been compelled to tie up considerable capital each year in new phonograph equipment in order to maintain good will of locations. This capital, because of the yearly introduction of new models by manufacturers, suffered considerable depreciation. Buckley Wall Boxes, however, stated Corcoran, had enabled the operators to salvage

their old equipment and convert it to Buckley installations, which in many instances, doubled and tripled revenue, as well as eliminated the excessive shrinkage in capital investment each year.

Because of his unusual success in the promotion of Buckley Wall Boxes, Corcoran was recently appointed District Sales Manager for five Western states, and requested by Pat Buckley to take over the active field work of assisting distributors and operators in the proper installation of Buckley equipment, throughout California, Oregon, Washington, Arizona and Nevada.

Corcoran spoke at some length on the installation and service end of the business, and because of his wide experience on the Coast, his remarks carried considerable weight with other Buckley distributors present at the banquet. Following Corcoran's talk, Willie "Little Napoleon" Blatt, Buckley distributor in New York, challenged Bill to a friendly contest to see which would roll up the greatest Buckley sales volume during 1941. The loser must buy the winner a suit of clothes, and should any other distributor exceed their records, both Blatt and Corcoran will foot the bill for a similar prize for the winning man.

H. R. Perkins, Buckley General Sales Manager, also gave an interesting talk on advertising plans for the coming season, and promised every possible assistance to operators and distributors throughout the country for increased profits and revenue during the next 12 months.

Since his return, Corcoran has pledged each of his eight distributors on the Coast to double their 1940 volume each month. Thus far, January sales for Buckley Music Systems, according to Corcoran, have exceeded any other month of 1940 by more than 52 per cent.

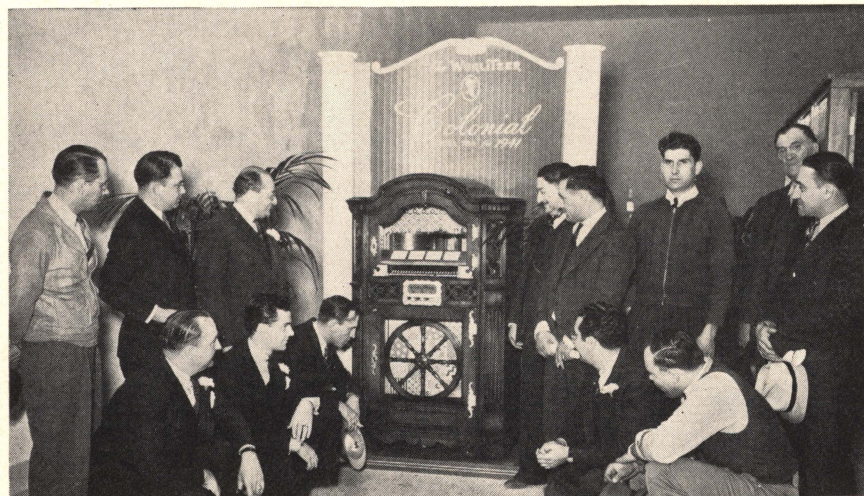
Publisher: "Did you cut down that farm story to a thousand words?"

Author: "Yes, sir. Even the cow gives condensed milk in it."

Wise guy: "I have a dog that can pronounce its own name."

The Goat: "Nerts, what is his name?"

Wise Guy: "Bow Wow."



Mountain state Music Merchants look over the Colonial Wurlitzer at a special showing held in the Denver offices of Wolf Sales Company. Pictured above, grouped about what is unquestionably a center of admiration, the men had plenty to say in the way of praise. To Wolf Reiwitz, standing third from the left, and his righthand man, Al Roberts, kneeling second from the left, the occasion was one well worth celebrating. "Seldom," said Reiwitz, "have I ever seen men so enthusiastic about any phonograph. The Colonial fills a very definite need and is headed for tremendous success."

COIN
MACHINE
REVIEW

59
FOR
FEBRUARY
1941

Ideal Novelty Company Opens Huge New Distributing Building In St. Louis

By ROBERT LATIMER

A lot of congratulations and good wishes are flowing the way of Carl Trippe, well-known president of the Ideal Novelty Company of St. Louis, Missouri, on the completion of his beautiful and ultra-modern new distributing house located at 2823 Locust Street in the Missouri metropolis. The fourth major move in the history of the Ideal firm, this latest, which includes the purchase of an entire building, gives Trippe ownership of the largest coin machine and allied products distributing house in the middle west. The new building was opened February 14th, contiguously with Trippe's showing of the 1941 Rock-Ola line, and resulted in one of the gayest "house-warmings" in the history of the St. Louis coin machine industry.

Ideal, after spending six years in cramped quarters at 1518 Market Street near the downtown district, found its business far ahead of actual room in which to conduct it at the end of 1940, in fact so limited in space that the older building had to have several partitions removed in order to expand into neighboring shops on both sides. The new building, sixteen times as large, is expected to fully cope with the volume of business which Ideal has built up in parts, phonographs, vending equipment, amusement machines, salesboards, premiums, and all other branches of the trade.

Prior to the Market Street location, Ideal gained fame as "Trippe's Alley", when Carl Trippe's own home was his office, gradually expanding into the garage, and finally taking up almost an entire block of garages. The genial Ideal president entered the coin machine industry twelve years ago, and to put it lightly "has been booming ever since!"

Featuring 25,000 square feet of space on three floors, Ideal Novelty's new home is the "last word" in convenient arrangement and ultra-modern design, worked out by Trippe and Jack Rose, general manager of the firm. Unable to find an architect who could visualize the necessities of planning a building to meet the coin machine trade's ramifications, Ideal's management had to do this work themselves—and the final job is a credit to both Trippe and Rose.

Entering the building, the visitor sees first a 45x20 foot lobby, with a white tile floor, in which are displayed 100 pintables and amusement machines—the entire choice of the manufacturers of the country. The firm henceforth will stick to this number,

always showing 100 machines if possible. Fluorescent light, a convenient attendant, and soundproofed white plaster walls help to make the atmosphere cheery.

Back of the lobby is the phonograph showroom, which will accommodate 12 new models, and has specially-designed electrical outlets for fans, phonographs, and other equipment of the wall-box type. Walls are lined with cream and buff Celotex in sound-

proof design, and the floor is polished asphalt tile in checkerboard patterns. At the door is a switch which will instantly turn on every phonograph as the customer enters. The unique soundproof feature is looked to to insure a better idea of the tone qualities of any phonograph.

At the right of this room is the general office—done completely in light Celotex with expensively finished gum-wood counters and upper facade. With 18x10 feet of space, the office will handle all bills, mailing, advertising and general routine. At the rear of the office is the parts room window, through which parts and accessories will be sold, over a convenient counter connecting with the stairway. The entire first floor is done in a combination of gumwood, Celotex, and tiled floor, with fluorescent "daylight" throughout.

Continuing on the first floor, the visitor finds Carl Trippe's office at the rear, and in the rear left-hand corner, the efficient new shop—one of the best equipped in the nation. Here lathes, bandsaws, key-making equipment, welders, and a complete paint refinishing department will accommodate six repairmen, and handle the huge volume of reconditioning business now on hand. More fluorescent light, and convenient entrances will step up shop production sharply.

At the right of the shop is the parts stockroom, with neatly aligned ten-inch shelves for all coin machine parts, connecting by window with the front of the building.

In the rear corner is the packing room, connecting directly with a truck loading dock which will permit quicker delivery and receipt of bulky merchandise. The packing room employees will have an office and better facilities.

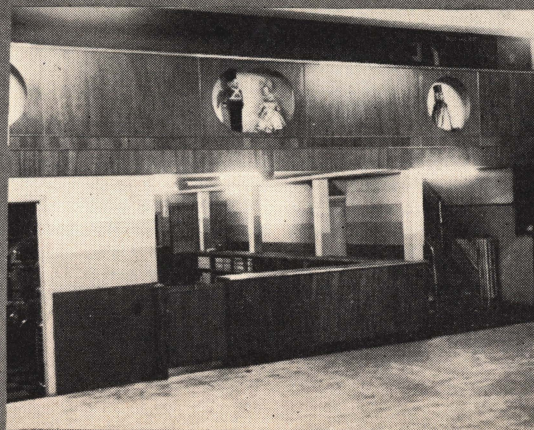
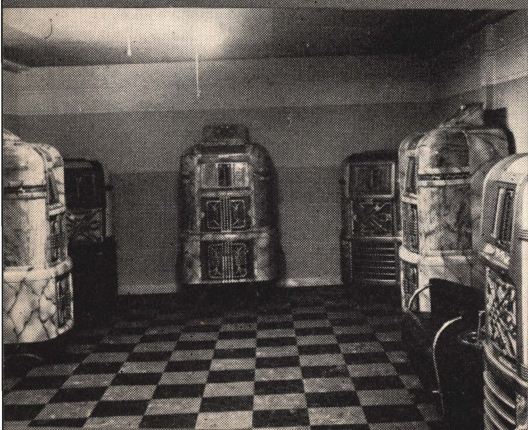
Last but not least on the first floor is an 18-foot elevator, which will whisk a 1½ ton truck quickly from the alley up to the third floor, where machines can be unloaded precisely where the management wants them. Time to be saved here is tremendous. The elevator is also being used for a garage during the night hours.

Up the stairs one short flight from the lobby, the visitor will find the Ideal Sales Company, punchboard and premium division of Ideal. The mezzanine level of the building is likewise done in gumwood and Celotex, with a long row of gumwood cab-



The Carl Trippes of Ideal Novelty Company, St. Louis, arrive at the Union Station, Chicago, to take in the Coin Show and arrange for deliveries in time for the opening of their new home.

Below Left: The new phonograph room at the left of the regular office. Lined with acoustical celotex and fitted with fluorescent lighting. Center: A view of the general business office finished in gumwood and with the same modern lighting. Right: The "gang" after finishing a hard day's work moving in equipment. In the crew are Art Pualle, Jack Rose, Bob Mees, Irl Humphries, Bill Fink, and kneeling at right, Carl Trippe, head of the organization.



COIN
MACHINE
REVIEW

60

FOR
FEBRUARY
1941

CARL TRIPPE**IDEAL NOVELTY CO.**

*Congratulations on
A Swell Job — Well Done*

MAX SAX**JACK MORLEY****CONTAINER MFG. CO.**

**1825-1833 Chouteau Ave.
ST. LOUIS, MO.**

inets across the entire width which permit all stock at hand at all times. Display tables and fixtures are arranged to lead the visitor around the balcony salesboard showroom as if "on tour." Selma Clithero will head this department for Ideal. Her office, and that of Jack Rose will be found immediately behind the salesboard showroom. Comfortable chrome-and-leather furniture is provided here, as well as in the phonograph room. All offices and departments are connected with an electric intercommunication system, and there are seven telephones on a trunk system. "No busy lines at Ideal" is a new slogan.

One thousand punchboards and premiums will be shown on the mezzanine.

Above on the third floor, is a department for vendors of all kinds, peanut machines, gum, candy and nut machines, and counter

games. Largest space of the building (110 feet x 45 feet) this space will also contain more than 100 types of used machines, including slots, phonographs, pin tables, guns, consoles, novelties, viewers, and a complete penny arcade department. Fluorescent light, and "gallery" arrangement will make this floor interesting to any buyer of used machines. Two handsome rest rooms, and direct connection with the parts department, are other features.

Ideal Novelty Company welcomes all its customers and friends to the new building. The firm now has 58 employees, and distributes through southern Illinois and Missouri for eleven of the country's foremost manufacturers. Also located in the new building is Trippe's Ideal Roller Rink & Amusement Company, a fast growing sideline firm. ♦

SAINT LOUIS

Covered By
ROBERT LATIMER

ST. LOUIS (RC)—January was a month of ups and downs in the coin machine industry of St. Louis—with phonograph play suddenly down during the early part of the month, and equally as suddenly up again for the latter part. Advanced as a possible reason by most of the music men of the Missouri metropolis was the recent influenza epidemic, which moved thousands of people toward staying away from congested, smoky atmosphere.

Biggest news of the month, and which saddened many an operator on the East St. Louis side of the river, was the death of Philip Berchera, veteran phonograph operator of Bemld, Illinois, who dropped dead on January 20 while attending a motion picture theatre in that hamlet. Berchera, who was one of the first operators of the country to devise a remote-speaker system for crowded tavern locations, was planning to spend a vacation in Florida beginning with the first of February, and his death came as a sudden shock to every op in the business. He had been suffering for some time with heart trouble.

Operators here are still discussing the Chicago Show, and the huge turnout of over 8,000 persons who attended it. Principal point in discussion was the lack of space to accommodate operators who were forced to stay in strange hotels and away from their friends. A lot of fun is being poked at one of St. Louis' best known phonograph distributors, who was so generous with his banquet tickets to friends

COIN
MACHINE
REVIEW

61

FOR
FEBRUARY
1941

GRAND OPENING SPECIALS!

**A VALENTINE GIFT FOR OPERATORS FROM THE
MIDWEST'S LARGEST DISTRIBUTOR**

COUNTER GAMES

American Eagle, 5c star or fruit, token.....	\$17.50
Bally Baby, 1c cig.....	5.50
Buck-a-Day.....	5.00
Broadway.....	5.00
Bingo.....	7.50
Chicago Club House.....	6.00
Daval Races.....	3.50
Dice-O-Matic.....	4.00
Doughboy, 5c.....	5.00
Draw — Penny-Ante.....	3.50
Deuces Wild, 5c.....	3.50
Groetchen "21".....	4.50
Ginger, 1c token, cig.....	12.50
Hold and Draw.....	5.00
Heads and Tails.....	10.00
Half Mile.....	3.50
Horses.....	3.50
Imps, 1c cig, or fruit reel (used).....	6.50
Imps, 1c or 5c (new).....	10.00
King Six, 5c (Dice).....	5.00
Lucky Pack, 1c cig.....	6.50
Match Vendor, 1c book.....	3.00
Mercury, 1c token cig.....	17.50
Puritan Vendors.....	6.00
Old Age Pension (Dice—new).....	12.00
Old Age Pension (Like new).....	9.00
Penny Packs.....	7.50
Reel Dice.....	4.00
Reel 21.....	5.00
Select-Em.....	6.00
Sparks, 5c token.....	13.50
Square Shooter.....	4.50
Slap Target, 1c Bluebird.....	3.50
Sweet Sally.....	5.00
Track Reels.....	4.00
Vest Pocket Bell, 5c.....	27.50
Win-A-Packs.....	6.50

AUTOMATICS—ONE BALL

Bally Entry (4 Multiple).....	\$19.50
Mills Big Race.....	17.50
Paddock.....	6.00
Preakness.....	10.00
Snappy.....	6.00
Thistledown.....	67.50
Mills Clocker (Like New).....	16.50
Grandstand.....	72.50

CONSOLES

Jennings Good Luck.....	\$44.50
Jumbo Parade.....	99.50
Mills Rio.....	19.50
Pacific Domino.....	15.00
Paces Races, black—repainted brown.....	49.50
Paradise (Keeney).....	22.50
Mills Square Bell (Jack Pot).....	69.50
Tracktime (1937 Red).....	42.50
Tracktime (Red Roundhead).....	34.50
Tracktime (Black).....	32.50
Zipper.....	27.50
Mills Hiboy (Like New).....	12.50
Mills Flasher (Like New).....	17.50

LEGAL EQUIPMENT

Bally Bull's Eye Guns (with base).....	\$47.50
Bally Alley (1940).....	25.00
Rock-Ola Ten Pins (1940).....	34.50
A. B. T. Model F Target Guns.....	10.00
Advance Shockers.....	6.00
Unedapak 5 Column Candy Vender 5c.....	39.50
Scales, Rock-Ola Lobby, porcelain (new).....	42.50
Scales, Mills Hiboy, porcelain (used).....	12.50
Scales, Mills Lobby, porcelain.....	25.00
Keeney Anti-Aircraft Guns, black.....	52.50
Keeney Anti-Aircraft Guns, brown.....	74.50
Rock-Ola World Series.....	39.50
Chicken Sam Guns (no base).....	42.50
Chicken Sam Guns (with base).....	49.50
Jaibird Guns (with base).....	62.50
Bally Rapid Fire.....	99.50
Pacific Play Ball.....	25.00
Shoot the Chutes.....	69.50

PHONOGRAPHS

Rock-Ola 1939 Standard.....	\$119.50
Rock-Ola 1939 DeLuxe.....	129.50
Rock-Ola Imperial (20-R)—6 Side Grills and large lower Grill.....	79.50
Rock-Ola 1939 Counter Models.....	84.50
Rock-Ola 1940 Counter Model Lightup Stands (New).....	27.50
Mills (1940) Throne of Music.....	154.50
Mills Dance Master.....	17.50
Wurlitzer 412 with Grills.....	37.50
Wurlitzer 400 with Grills.....	32.50
Wurlitzer 616.....	47.50
Wurlitzer P-10.....	17.50
Wurlitzer 61 Counter Models.....	74.50
Wurlitzer P-12 in new Seeburg Cabinet.....	49.50
We Buy Used Phonograph Records From Operators Only	

VENDORS

10—Four In One Vendors, 1c.....	\$5.00
8—Northwestern Merchandisers, 1c Lacquer.....	5.50
1—Northwestern Merchandisers, 1c Porcelain.....	6.00
1—Peerless Vendor, 1c.....	3.50
4—Stewart McGuire, 1c - 5c Slug Proof.....	4.50

MISCELLANEOUS

A. B. T. Coin Chutes No. 500.....	\$ 2.25
Slug Proof Free Play Coin Chutes.....	2.50
Janette Converters 300 Watt A. C.....	37.50
Janette Converters 500 Watt A. C.....	49.50
1 - 5 - 10c Coin Wrappers Tubular.....	70 M.
Permo Point Needles..... (Lots of 10).....	.35
Laval Cleaner..... (Gallon).....	2.50

1/3 DEPOSIT—BALANCE C.O.D.

"Always a Square Deal With Ideal"

IDEAL NOVELTY COMPANY

2823 Locust Street

FRanklin 5544

St. Louis, Missouri

Compliments

BAKER NOVELTY COMPANY

2626 Washington Boulevard

CHICAGO, ILLINOIS

COIN
MACHINE
REVIEW
62
FOR
FEBRUARY
1941

that when the time came for him to present his own ticket at the banquet, he had none—and was quietly ejected. Another distributor came to the rescue of the over-generous distributor, else he would have missed the fun entirely.

En route to the Show by automobile, a party of St. Louis operators made up of Bill Fink, Mike Luzaich and Walter Bowman narrowly missed winding up their affairs permanently when the Bowman machine skidded on the polished ice surface of the highway and shot into a ditch at 50 miles an hour. Narrowly escaping an oncoming car, the St. Louis car plunged backwards into a ditch of soft mud, which fortunately stopped the car from turning over. After the occupants ceased gasping for air, and were fanning themselves, a heavy truck slid into another ditch 100 yards away and spilled two tons of dynamite out over the highway. Walter Bowman may be seen these days carrying six rabbits' feet as a result.

Carl Trippe of Ideal Novelty Company is holding his annual showing of new Rock-Ola phonographs and scales in his beautiful new building at 2823 Locust street in mid-town St. Louis, and inviting friends, customers and even enemies to have a look at the industry's most modern "business plant". Everything in the new Ideal building points to an efficient, swift transaction of business, and has earned a round of applause from even architects of the city. The Rock-Ola Leadership Girl and two Rock-Ola executives are on hand.

The Associated Phonograph Owners of St. Louis met at the Melbourne Hotel on January 22 for the regular monthly get-together, highlighted in this instance by the installation of new officers for the 1941 season. Officers are headed by John LaBan, president; Frank Gianino, vice-president; Roy Haas, secretary, and Jack Beckman, treasurer. Ed Fisher will keep up his excellent work as executive manager and wailing wall for the group.

Speaking at the meet was E. C. Steffens, IAAEPO official and now a member of Permo Products Corporation of Chicago, who gave a resumé of the famous 220,000 needle burglary of the Permo building, and

told a few gags fresh from Chicago. At the end of his talk, Steffens drew numbers for an award of 25 Permo Point needles, which was won by Sidney Morris of the J. S. Morris Novelty Company. Clay Stewart, retiring president, was presented with a fine calfskin two-suit traveling case by the membership, as a testimonial to the long hours he has put in in knitting association activities.

The association will develop a new attendance-prize feature beginning with the February meeting—with checks made out to operators' wives, instead of the winners. There will be a monthly attendance award of \$10, which will go up to \$50 if the member is not there to claim it at drawing time. This is expected to provide an extra

incentive for membership attendance. Ed Fisher is also posting a new monthly news bulletin on route locations, which will be of help in keeping a check on the city's operation.

William Betz and Martin Balensiefer, Seeburg distributors, will show that company's 1941 line in early February, as soon as Martin gets back from an extended missionary tour over southern Illinois. W. B. plans to make a much more exhaustive selling campaign this year than in any preceding year.

Decca is moving to 1916 Washington Avenue, Joe Turner, amiable St. Louis manager announces.

Operator Harry Siegel has been sporting a new Buick for the past several weeks, as has Lou Morris, president of Morris Novelty Company. Another new car owner is Jack Hollingsworth, Canteen operator in Festus, Missouri. Joe Morris, head of J. S. Morris Novelty Company, is recovering from an infected hand which prevented his work on several important problems for nearly a month.

Vacationing in Florida for February are Lee Turner, phonograph and pin game distributor, and Harry Davies and Dick Westbrook. The latter two met Lee at Hot Springs, Arkansas, where they will drive together to the sunshine state.

Andrea McCall, Andy McCall's new pride and joy, is glistening with her new name, bestowed with a formal christening January 10. The McCall's are "obvious parents" these days.

John LaBan, AMI Distributing Company, was rushed to Indianapolis suddenly after his installation as phono group president, by the death of an old friend.

Pushing Packard Plamor with a lot of zest in the last month has been Barney Frericks, who was appointed Packard distributor for this territory before Christmas. Barney and his salesman, C. Miller, are getting up early and going to bed late with the task of interviewing potential customers far and wide. Frericks won himself a certain title at the Show as the "happiest" operator there—organizing a toy trumpet

(Concluded on Page 64)

Congratulations Carl Trippe

*on your beautiful, new, larger
headquarters! We sincerely wish
you the greatest of good luck!*

Al. S. Douglass and Dave Helfenbein

THE DAVAL COMPANY, CHICAGO

☆ ACE ☆ CUB ☆ AMERICAN EAGLE ☆ MARVEL ☆



BOUQUETS TO YOU, CARL

AND MORE POWER TO YOU FOR THE WON-
DERFUL STRIDES YOU HAVE MADE TOWARDS
THE TOP WITH YOUR FAST-STEPPING
ORGANIZATION

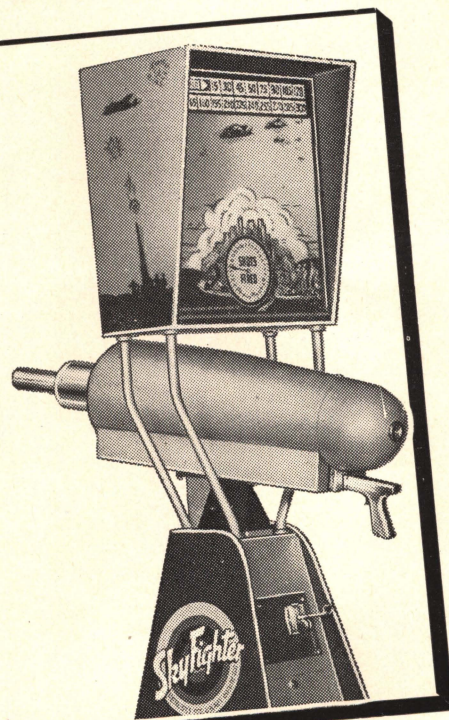
IDEAL NOVELTY COMPANY

... AND MANY THANKS FOR THE
BANG-UP JOB YOU ARE DOING WITH
MUTOSCOPE'S SENSATIONAL

SKY FIGHTER

Trade Mark, U. S. Patent No. 2,212,257, Other Patents Pending.

... STILL GOING STRONG!



WILLIAM RABKIN, PRESIDENT

INTERNATIONAL MUTOSCOPE REEL CO., INC.

44-01 Eleventh St., Long Island City, New York
West Coast Representative FRED McKEE, 2041 Kenneth Road, Glendale, Calif.

WATCH FOR CARL TRIPPE'S FIRST SHOWING OF ACE BOMBER and DRIVE-MOBILE

MUTOSCOPE'S TERRIFIC NEW BIG-TIME MONEymAKERS!

COIN
MACHINE
REVIEW

63

FOR
FEBRUARY
1941

St. Louis

(Continued from Page 62)

band, tasting frequently of bar refreshments, and putting on an impromptu entertainment nightly.

In the pinball field, the major news interest, of course, centers around the completion of Ideal Novelty Company's huge new building. Carl Trippe, fast-gaining "merchant prince" of Ideal intends to maintain a display of 100 pin tables in his lobby at all times—which will make selection a "see it, buy it" proposition at any time.

Death made another dent in the amusement machine field when Harry Schemmerhorn of St. Charles, Missouri, a familiar figure in the trade for the past four years, was killed in an automobile-bus accident

near St. Charles in the middle of January. This was the first occasion in which Schemmerhorn had driven his new car, and the story was thus doubly tragic.

The Missouri Amusement Machine Operators' Association skipped the regular January association meeting in favor of a meeting of the board of directors prior to the Chicago Show, and attendance at numerous other meetings through the month. The association is planning a winter party at a downtown hotel, and an all-day summer outing to be held in June or July of this year.

Mike Luzaich, one of the junior operators of the metropolitan circuit, is recovering from a cold caught in Chicago. Most of the St. Louis contingent reports itself free from the epidemic of flu which has been bothering other parts of the country.

Visitors to Ideal Novelty Company before that august concern closed its doors at 1518 Market Street in January were Harry Schooley, Madison, Illinois; Ted Keyes, Farmington, and William McConnell, business manager of the southern Illinois phonograph group. All report business up through southern Illinois, and are enthusiastically buying for the new year.

Myron Marberry, operator in Pasadena Hills, a suburb of St. Louis, was married to Helen Veatch of Kansas City, Missouri, with a formal wedding January 30. Fellow operators presented him with a recording of "It All Comes Back to Me Now" as a wedding gift. ♦

PATENTS AND TRADE-MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

2,227,663

COIN CONTROLLED MECHANISM FOR VENDING MACHINES

George P. Mergens, Manitowoc, Wis., assignor, by mesne assignments, to U-Need-A-Merchandise, Inc., Brooklyn, N. Y., a corporation of New York.

Application February 26, 1938, Serial No. 192,725 5 Claims. (Cl. 194—93)

1. Apparatus of the character described comprising a plurality of movable selector elements, means for preventing operation of more than one of said selector elements at a time including a reciprocating means, coin controlled, locking mechanism serving to normally limit the movement of said reciprocating means and actuated thereby in the presence of a coin to allow full movement of said reciprocating means, means for supporting the control coin in position in said mechanism, said supporting means being actuated by said reciprocating means to discharge the coin over one path into a space within the machine, means for manually actuating said coin supporting means including a member for directing the coin over another path to be returned, and means on said last named means adapted to be manual means against movement, said last named means upon actuation of said return means serving as a stop to prevent movement of the reciprocating means.

2,227,721

SELF-VENDING MERCHANDISE MACHINE
Siegmond Kaufmann, Toronto, Ontario, Canada, assignor to Vend-O-Matic Limited, Toronto, Ontario, Canada, a corporation of Ontario.
Application May 2, 1940, Serial No. 332,945
In Latvia July 29, 1939
18 Claims. (Cl. 194—79)

1. In a coin-free mechanism for a vending machine, the combination with a drawer, of a transverse rod guided slidably between a blocked position and an advanced position, means whereby the blocked position of said rod locks the drawer and whereby said rod is advanced when unblocked to release the drawer, a stop rigidly carried by said rod, a movably supported blocking bar normally disposed to confront the stop to block the rod, a lift device for displacing the blocking bar to free said stop, a coin receiver shiftable with said rod and having a coin slot, and a catcher connected to said lift device and operating to receive a portion of a coin inserted in said slot so as to actuate the lift device on the pulling of the drawer.

2,227,069

DISPENSING APPARATUS

Arvid Dahlstrom, Chicago, Ill., assignor to James E. Johnson, Chicago, Ill.
Application March 21, 1938, Serial No. 197,155
16 Claims. (Cl. 312—35)

1. In a coin delivery apparatus, the combination of coin ejecting mechanism, means for operating said mechanism, selectively operable means for energizing the last said means for a predetermined number of cycles of operation, and means for adjusting said selectively operable means to vary the number of cycles of operation predetermined thereby.

124,529

DESIGN FOR A VENDING MACHINE

Will R. Greiner, Morris, Ill., assignor to The Northwestern Corporation, Morris, Ill., a corporation of Illinois.
Application October 23, 1940, Serial No. 96,010
Term of patent 7 years.

The ornamental design for a vending machine, substantially as shown and described.

2,226,873

COIN CHUTE

William Patzer and Walter A. Tratsch, Chicago, Ill.
Application April 7, 1939, Serial No. 266,582
4 Claims. (Cl. 194—101)

1. In a coin chute, means providing a chute passage having a movable side wall section constituting a discharge gate which is normally closed and which may be opened to provide a discharge exit, magnetic testing means arranged near said gate to arrest magnetically attractable coin elements, and means including a sweep arranged for movement from a normal position past said magnetic testing means to dislodge arrested coin elements and move the same in the general direction of said exit, and operating mechanism for moving said sweep in dislodging action and opening said gate simultaneously, and blocking means coacting with said sweep to block passage of coin elements toward said testing means when the sweep has been moved a pre-determined amount away from said normal position.

2,227,196

DRINK VENDOR STRUCTURE

Ralph A. Nicholson, Chicago, Ill., assignor to Raymond T. Moloney, Chicago, Ill.
Application December 28, 1938, Serial No. 248,113
4 Claims. (Cl. 312—189)

2. A drink vender comprising a cabinet having a front panel, a horizontal support located behind the panel onto which a cup may be supported in a standing position, a door slidably positioned on the panel in front of said support and including a transparent window to make a cup on the support visible from the outside of the cabinet, means on the side of the door normally acting to hold a cup in stable position on the support when the door is in closed position, and means on the outside of the door graspable by an operator's hand to move the door to open position to free the cup from the holding means and make the cup accessible.

2,227,477

PACKAGE DISPENSING MEANS

Sydney W. Williamson, Dayton, Ohio, assignor to Ice Cream Dispensing Corporation, New York, N. Y., a corporation of Delaware.
Application December 17, 1936, Serial No. 116,294
23 Claims (Cl. 62—89)

11. In a cabinet for dispensing packages refrigerated to a point below the freezing point of water, means for refrigerating the cabinet, and a frost localizer comprising a cup mounted in the cabinet with its interior exposed to the air in the cabinet and with its bottom in thermally conductive relation with said refrigerating means.

* * *

"I notice you spent the last hour with that handsome patient in Room 76. Is he running a temperature?" asked one nurse of another. To which the other confessed, "No, but I am!"

* * *

"If your father came in and caught us kissing I bet he'd raise old Ned."
"No, he'd raise old Henry."
"Old Henry? Who's old Henry?"
"The elderly justice of the peace who lives next door."

O.K. CARL!

SUCCESS TO YOUR IDEAL

NOVELTY COMPANY

from

SUCCESS MFG. CORP.

PRODUCERS OF THOSE TWO BIG MONEY MAKERS...

RED, WHITE and BLUE

"Patriotic Theme" Pin Game

AND

NIGHT BOMBER

300 Shot Rapid Fire Machine Gun

VENDORS

New U-Need-A-Pak Designed by Bel Geddes

NEW YORK — Norman Bel Geddes, outstanding contemporary stage designer and industrial stylist, whose streamlining of buildings included the smart General Motors "Futurama" for the recent New York World's Fair, has applied his talents to the cabinet of the new U-Need-A-Pak cigarette merchandisers, first seen in Chicago at the recent Coin Machine and Tobacco Shows.

Geddes is credited with bringing the "simplicity of modern motif" to the vending machine industry, and his craftsmanship resulted in the use of perspective converging body lines, cleverly graduated chromed keyboard and a montaged mirror in the new U-Need-A-Pak merchandiser.

In size the new model "500" has been increased materially, with adoption of both dual cigarette and dual match columns and the inclusion of king-size columns as standard equipment. Free match delivery is afforded with the purchase of cigarettes, but one-cent box sales also have provision. The model is manufactured in 7, 9 and 15 column units.

Returning to Los Angeles from the mid-west shows, Max Kraut, U-Need-A-Pak's western representative, was joined in his selling activities by C. A. Blake, who closed his local office for DuGrenier equipment. The augmented organization will make its headquarters in Blake's former location on South Hill Street, in Los Angeles. ♦

* * *

Golfer (to members ahead): "Pardon, but would you mind if I played through? I've just heard that my wife has been taken seriously ill."

DuGrenier Appoints Richard A. Parina

LOS ANGELES—Burnhart "Bip" Glassgold, vice-president of Arthur H. DuGrenier, Inc., concluded a lengthy business trip to the coast on February 5th by announcing the appointment of Richard A. Parina of San Francisco as West Coast Representative for the DuGrenier line in 1941.

Parina is not a new-comer by far to the coin machine business but has been a very successful operator and jobber in San Francisco for some time past. He has been on every side of the cigarette operating picture and knows the business from beginning to end. His helpful advice and counsel will be valuable to the hundreds of DuGrenier operators in the West and the new ones bound to join the ranks during the year ahead.

Friends throughout the West join in wishing Parina the best of everything in his representation for a truly outstanding organization. ♦

Kagan Named Groetchen Rep

LOS ANGELES—John Kagan, who is comparatively new in the coin machine business, has been named western factory representative for Groetchen Tool Co. products. A complete line of Groetchen equipment will be warehoused in Los Angeles, so that immediate delivery may be made from stock.

Kagan personally will cover the territory, and looks forward to meeting all western operators and jobbers. ♦

Stamp Collectors Sought as Vending Machine Patrons

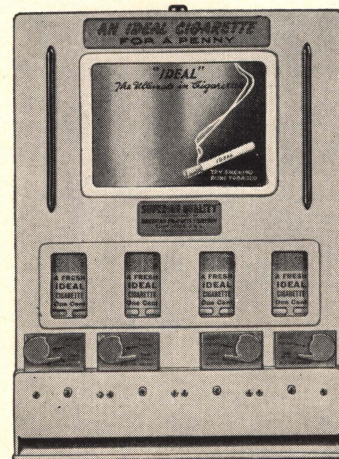
BROOKLYN, N. Y.—Mixing of about 200 individual cellophane tubes, each containing a stamp for a collector, with the candy and nuts in a vending machine is believed by Dave Robbins, of D. Robbins & Co., to be one ideal way of building increased patronage. Collectors of postage stamps number hundreds of thousands, and with thousands of different stamps available the plan is expected to have long-range drawing power.

Labels are available for machines where the stamps are to be used and the tubes containing the bits of paper are said to be perfectly vendable through Master, Esquire, Advance, Empire, Topper and Columbus peanut machines. Robbins offers to send free sample tubes of stamps to readers of the Review who ask for full details of the plan. ♦

**1941 MODEL
IDEAL
PENNY CIGARETTE VENDOR**
HOLDS 180 CIGARETTES
**A BIG MONEY-MAKER
40% PROFIT**

Only Vendor of Its Kind Made

Approved by U. S. Internal Revenue Dept.



**A BEAUTIFUL WALL TYPE
VENDOR ONLY 2 1/2 INCHES
DEEP AT BASE**

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—Save time, Order sample machine with 400 cigarettes at Quantity price, Only \$17.40 for both. Send Check or a Money Order.

Manufactured by

American Products Co., Inc.
720 N. Taylor Ave., St. Louis, Mo.

COIN
MACHINE
REVIEW

65

FOR
FEBRUARY
1941

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the

MACHINE OF TODAY!!!

For further details and prices ask

M. BRODIE CO.

2180 Pacific Ave. Long Beach, Calif.

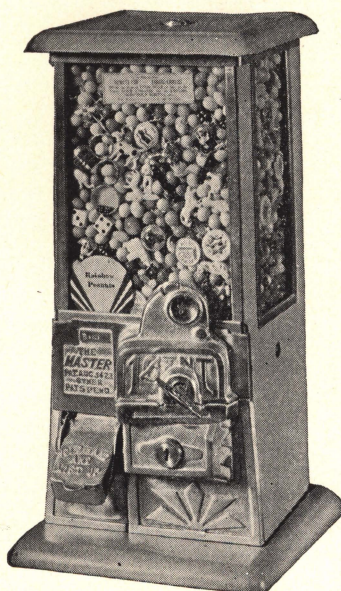
VIKING SPECIALTY CO.

530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

The NORRIS MFG. CO.

553 Wager St., Columbus, O.



Master Novelty
PENNY PLAY

Cliff A. Blake and Max Kraut
are happy to announce their association in the promotion
and sale of the Norman Bel Geddes Designed

U - NEED - A - PAK MERCHANDISERS FOR 1941

*Western Operators are invited to see these revolutionary
Cigarette and Candy Merchandisers
at our new Showrooms at
2700 South Hill Street
Los Angeles, California
P.Rospect 8030*

"The Outstanding Hit of the Coin Machine and National Tobacco Shows"



*"Shake on a good thing,"
says C. A. Blake (right)
to Max Kraut as arrange-
ments were completed
for the two to handle the
sales of the new Norman
Bel Geddes designed
Uneedapak cigarette and
candy merchandisers in
the Western States for
1941. Both are veterans
in the merchandising
field and much is to be
expected from their
Uneedapak Company
during the present year.*

Blake and Kraut Form Uneedapak Company

LOS ANGELES—Formal announcement was made here February 1st to the effect that C. A. Blake and Max Kraut had joined forces for 1941 in the sales and promotion of U-Need-A-Pak Cigarette and Candy Merchandisers. The new partnership will be known as the Uneedapak Company and will maintain offices and showrooms at 2700 South Hill Street.

Both men are very well known in cigarette and candy vending machine circles in the West. Max Kraut came West two years ago to take over the distributorship for the Western States on Uneedapak after having been general manager at the factory for several years. Kraut took to the West like a duck does to water, met a local lass, married her and intends to make California his permanent home. Max attended the Chicago Show and returned to the Coast fired with enthusiasm over the new Bel Geddes designed Uneedapak machines for 1941.

C. A. Blake has been on the Coast since 1933 when he hitch-hiked here from New York to plant the Stewart & McGuire banner in the West. His meteoric rise since then has been a brilliant page in cigarette merchandising history. Since August, 1938, he has represented Arthur H. DuGrenier, Inc., and has been responsible for

the sale of thousands of machines throughout this territory.

Every indication points to a very successful future for these two young men in their association in the promotion of the Uneedapak line. Both men invite operators to visit their new showrooms and see the revolutionary products which made such a hit at the Coin Machine and National Tobacco Shows in January.

License Situation Up at Next WVMOA Meeting

By M. I. SLATER, Secretary
Western Vending Machine Operators
Association

Another year is well underway for the merchandise operators of Southern California and it is the wish of our Association that it will be a busy and prosperous one for all of you.

Again we extend to all old members who haven't been with us recently the invitation to come out to the next meeting and plan with us for the progress of our respective businesses in 1941.

The Association has again expressed its disapproval of certain jobbers and representatives of machine manufacturers who make a practice of selling merchandise vending machines to locations. We feel sure that all operators are behind us 100% in such disapproval and that concerted effort should be made to combat such practices.

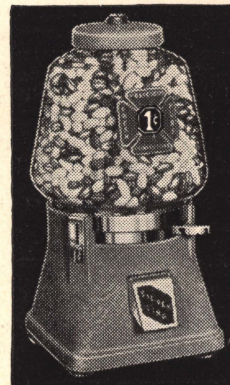
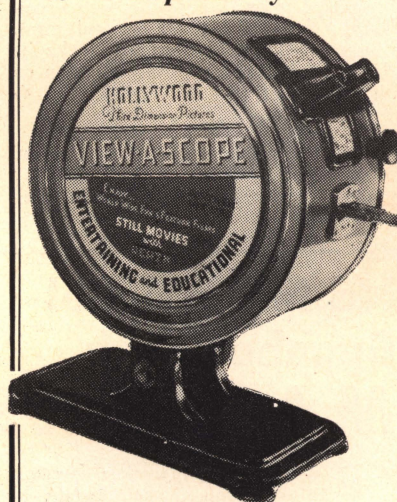
The Association cordially invites all operators of merchandise vending machines to attend the next meeting on February 25th at the Hotel Gates, 6th and Figueroa. The time is 7:30 p. m. and the license situation is the important business of the evening. Please come.

"Paul is the most bashful man I ever married."

"What makes you say such a thing?"

"He took along mistletoe on our honeymoon."

VIEW-A-SCOPE SILVER KING 1941 Top Money Makers



AMERICA'S
BEST
VENDOR

\$6.50 ea.
\$5.50 ea. in
lots of 10

Liberal
Trade-In
Allowance

See Your
Nearest
Jobber

AUTOMATIC GAMES
2422 Fullerton Ave. Chicago, Ill.

it's tops in
appeal and
originality

PIKE'S PEAK



PIKE'S PEAK

IS THE MOST BRILLIANT
NOVELTY GAME OF THE YEAR

It looks different—it plays differently—it is refreshingly new—it's completely legal everywhere.

A Groetchen Product

IT'S FUN
TO PLAY

IT'S
TANTALIZING

ACTION
EVERY
SECOND

IT'S
100% LEGAL



To be successful, an Amusement Game must be fun to play. The new Pike's Peak is such great fun, its novel appeal and tantalizing playing action are so fascinating to players that we predict the majority of Pike's Peak games will be operated without giving awards.

Unlike reel games, dice games, marble games, an entirely new playing action has been built into Pike's Peak which makes the player full master of his destiny; it gives him full control over any of the five balls. Yet the conditions which he has to meet, the obstacles which he encounters change from step to step, ever new challenges to his skill and alertness arise, decisions have to be made quickly, muscular reaction has to be immediate, for such is the playing principle of Pike's Peak that TIME becomes an important playing element.

Once a ball enters the playing field there is action at once and action without a let-up. It requires cool judgment and perfect coordination to have the ball climb from one sloping, moving level to the next higher one—within a given time—until it reaches either the "Peak" or skids into a lower score ravine.

Adjustable Hi-score feature enables operators to vary the "handicap" of each Pike's Peak, to suit territory and prevalent player skill.

Seldom has there been a game with the come-on of Pike's Peak. It creates that "let's try it again" appetite

which brings players back time and time again. It satisfies that basic human urge for self improvement and excellence over others; its player appeal will never diminish because it offers constantly new combinations of challenge to players.

Pike's Peak skill features are so obvious that authorities everywhere are pronouncing it as 100% legal, you are assured of record collections with complete security.

Features

- ★ Adjustable "Hi-score" feature—your protection against sharpshooters.
- ★ Separate cash drawer, fully removable.
- ★ Large ball gum compartment.
- ★ Supplied in penny play or nickel play, 5 balls for each coin.
- ★ Modernistic styling; cabinet finished in beautiful hamerloid.
- ★ Equipped with A. B. T. Coin Chute.

Height 13½", width 13", Depth 11", Shipping Weight 24 lbs.

GROETCHEN TOOL COMPANY

Manufacturers of *Fine* Coin Machines

122 NORTH UNION STREET - - CHICAGO, ILLINOIS

MOVIES

RCA Gets Panoram Service Contract

CAMDEN, N. J.—Awarding of a contract for servicing equipment of Midwest Specialties, Inc., operators of Mills Novelty's Panoram machines in the Cleveland area, to the service division of RCA Mfg. Co., has been announced by the latter firm. Contract calls for service and maintenance of all units in Midwest's area, together with new installations which it is expected will bring the total operation to more than 100 in the Cleveland area alone by late summer.

RCA sound-film projectors and reproducing equipment are used in Panoram units as part of the largest single order for 16mm. film equipment ever placed. According to W. L. Jones, RCA's national service manager, seventeen freight cars will be required to deliver all the equipment to the Mills plant for installation. ♦

Bay State Coinmen Organizing

BOSTON—Game operators, under the efforts of Jim Woodward, are reported to be organizing a Massachusetts operator association directed toward securing favorable legislation and the immediate improvement of business. ♦

"Hoot, mon," said the visiting Scotsman, plucking at the sleeve of the zoo attendant, "can ye tell me what yon animal might be?"

"That's a North American moose," replied the guide.

"Guideness!" exclaimed the Scot. "What a wonderful continent this is!" He shook his head. "I'd na like to meet up wi' a North American rat!"

Mills Plant Mobbed During Chicago Show

CHICAGO—Entertaining on the "home grounds," Mills Novelty Co. played host to more than 3000 operators, distributors and friends on Celebrity Day, a feature of the Mills Fiesta held during Convention week.

Downbeat for official opening of the event was given at 11 a.m. by James Mangan, director of merchandising and advertising, and a many-ringed attraction began. Crowds tested out the South American and Mexican foods supplied by the catering department. In the square with its Latin decorations eight gorgeous girls taught customers the conga, the rhumba, and other late American steps, and every operator who attended the four-day open-house went home with at least a stepping knowledge of what to do and how to one-two-three-kick, and a memory of the four girls in typical Carmen Miranda costume and four in conga dresses.

The Mills McCoy went Mexican in a big way, and the Four Midnite Sons, one of the country's outstanding novelty musical ensembles, supplied Latin music with an instrumentation consisting of accordion, six-string guitar, and muted trumpet and string bass. Bobby Kugh presented original comedy and novelty numbers, a magician circulated through the crowd working feats of magic and wonder, Collette and Galle presented specialty dance acts throughout the day.

As though that weren't enough to keep one's attention busy, Willie Shore, light-footed m.c. from the Hi-Hat Club in Chicago introduced celebrities as they arrived, and this became a veritable parade, headed by Wingy Manone, followed by Jerry

Bergen, comedian, who fell asleep as he was being introduced, Gray Gordon, "tic toc rhythm" maestro, Art Perry and Meredith Blake, Gordon vocalists, Griff Williams, the King's Jesters, Jesse Rossella, Dick Todd, star of WMAQ Showboat program and Victor Bluebird artists, Jack Russell, Mary Jane Howard, Katie Karns, Hal Tate, m.c. of "That's Show Business," Eddie Chase, originator of Make Believe Danceland, Barney Ross, Pierre Andre, and many others.

Five different styles of Mexican sombreros and Spanish hats, and 2000 pairs of maracas, shipped specially from Cuba, were distributed as souvenirs.

Among the first to register at the Mills plant were Sam Strahl, American Cigarette Machine Co., Pittsburgh, Buffalo and Miami; Sam Taran, president of Mayflower Novelty, St. Paul; George Ponser, and Jack Mitnick, New York; Ed Ravreby and J. McKinney, Owl Mint, Boston; M. Marcus, Markepp Co., Cleveland; Al Haneklau, Olive Novelty, St. Louis; Tommy Douglass, Yellowstone Specialty, Salt Lake City; Jim Baker, Indiana Distributing, Terre Haute, Ind.; Silas Reed, Northwestern Music Co., Sterling, Ill.; Sibyl Stark, Heberling Bros., Seattle; Harry and Mrs. Moseley, Richmond; Al Lufkin, San Francisco; Arlie Sieburt and George Willis, Wichita; Vic Manhardt, Milwaukee; Olie Severson, Madison, Wis.

Two new Panoram Soundie films were shown for the first time. One, produced by Cinemasters, Inc. of New York, featured orchestra leaders Vincent Lopez, Ray Kinney and Will Bradley and their vocalists and specialty artists. The other film was produced by Feher Productions, Hollywood, with Frederick Feher present for the initial presentation.

Additional productions by James Roosevelt were said to be due for release at the rate of one a week, beginning late in January.

At the same time it was announced by Herbert Mills, general superintendent and factory manager, that the first order for 5000 of the Panoram machines was coming off the production line. Production of 18,000 machines during 1941 was indicated. Projectors, amplifiers and entire sound system are manufactured by RCA Mfg. Co. in their Camden and Indianapolis plants; the latter plant was completed in October especially for the building of such 16mm. equipment as that used in the Mills Machine. It is estimated that the program for the current year will give employment, through the various phases of manufacture, distribution and operation, to a minimum of 500 people. ♦

Nickel Shortage

WASHINGTON, D. C.—Reports from the United States Mint indicate that the current popularity of coin machine equipment—phonographs and movie machines in particular—has caused a shortage in nickels. Current production is said to be 23,600,000 coins behind the demand. ♦

"Jeane talks a lot about her beauty."
"Yes, she's always reminiscing."

ATTENTION MINIATURE MOVIE OPERATORS

Now Available

Sensational — Interesting — Entertaining

16 M/M SOUND MOVIES

Proven Profit Makers in this field. Be the first to cash in on these popular Movies in your territory.

Send for Free List.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd.

HOLLYWOOD

CALIFORNIA

COIN
MACHINE
REVIEW

69

FOR
FEBRUARY
1941

Arthur H. DuGrenier Incorporated

15 HALE STREET

HAVERHILL, MASS.

ANNOUNCES
THE APPOINTMENT OF

RICHARD A. PARINA
156 NINTH STREET
SAN FRANCISCO, CALIF.

AS DISTRIBUTOR OF THEIR

CHAMPION CIGARETTE MERCHANDISER
CANDY MAN 5c CANDY BAR MACHINE
IN THE FOLLOWING STATES:
WASHINGTON - OREGON - CALIFORNIA
ARIZONA - NEVADA - NEW MEXICO

COIN
MACHINE
REVIEW

70

FOR
FEBRUARY
1941

PHILADELPHIA

Covered By

HARRY BORTNICK

PHILADELPHIA (RC)—The motto of all operators here was "Chicago or Bust"—and few of them "busted" anything but records for purchases of new games and equipment. The largest delegation of coinmen and phonograph operators—a trainload of them—went to Chicago to return with enthusiastic reports of new games and important work done in conferences and meetings.

Beyond that the biggest local news was the officer-election of the Coin Machine Operators Assn. which saw Martin Mitnick retaining his chair as president, for the sixth consecutive time—a probable record for any similar association and a tribute to his efforts in boosting the effectiveness and influence of the group. Samuel Pinkowitz likewise held his office as vice-president, as did Jack Brandt that of secretary. Morris Stein was named treasurer, and Al Cohan became financial secretary.

Most heated balloting came in the election of the board of directors, where four members—Sam Stern, Lew Sussman, Robert Stein and Eddie Richter—were retained and two new members added: short, cigar-smoking Snubby Sloan, and recent bridegroom and the Association's handsomest member, William "Big Bill" Rodstein.

Preparations are continuing for the officers' induction banquet, with present plans setting the stage at a leading hostelry with a name-orchestra due to provide dance music and accompaniment for a gala floor show. It is expected that several civic and

business leaders will attend to address members of the group.

New members of the Association include several who have large location lists in town, strengthening the group considerably. Among those whose machines now display the official sticker are Sam Greizer, Ferezn Lang, Robert Epstein, partners Mintz and Spilberg of Spring Amusement Co., and Bertram Schlein.

That strutting gent with the handful of cigars is Phil Driben, who expects very soon to become a father.

Change in the sales organization of I. H. Rothstein's Banner Specialty Co. came with the resignation of Lew London, for many years its salesmanager, to form his own organization to be known as the Leader Sales Co., with headquarters in Reading. His opening party was held Sunday, February 2. Succeeding London is Fred Walter, who has been associated with the coin machine distributing organization for a number of years.

Bernard Klein, brother of Tippy Klein who heads Premier Music Co., will follow his brother, Louis, into matrimony in February, according to public rumor.

Penn Coin-o-Matic Co., Wurlitzer distributors, are in new quarters in Baltimore, at 510 St. Paul Street. Dave Margolin, head of the Philadelphia division, reports a fine business being done on new Wurlitzer equipment.

Eddie Rosen, hard-working record promotion manager for the Raymond Rosen Co., is continuing his effective work with operators in connection with the appearance of recording maestros in the Quaker town, doing a sound job with Erskine Hawkins in a local appearance, working out a promotion on the Hal Kemp mem-

orial album with many operators putting some of the old Kemp favorites in their machines, and planning for the scheduled appearance of Tommy Dorsey at the Sunnybrook Country Club and of Sammy Kaye at the Earle Theatre.

Berlo Vending Co. executive Jack Beresin has announced the engagement of his daughter, Ruth, to Henry Garson.

Al Rodstein, youthful owner of Arco Sales Co., got warm in Florida during the week preceding the Chicago Show, accompanied by his wife. Irv Newman and Jack Gross, Izz Rothstein, Joe Ash, Artie Pockrass, Bill Gross, Frank Engel, Sam Stern and Jack Kauffman were others seen departing either for Florida or the Windy City.

Three new operating or distributing organizations have been opened here during the month, most unique of which is that of Sam Katz of Atlantic City, who has taken offices in the PSFS Building for the Meter-Matic Laundries, catering at a coin-drop to milady and ye bachelor. Mutual Vending Co., new, is headed by Harry D'Alessandro and Alfred and Cosimo Lalli, music operating brothers. Atlas Distributing Co., named local Packard Mfg. Co. distributor, combines Louis Lalli, Sam Weinstein and Ed "Tippy" Klein.

Certain members of the trade are going in heavily for advertising through radio and newspapers, with beneficial results for the entire local industry. The Berlo Vending Co. has been carrying steady space in newspapers and spot announcements on local radio stations; recently the Leco Vending Machine Co. and Workman's Vending Machine Co. placed announcements on the Chester-directed program of station WIP; Lou Hinden's Garden State Amusement Co., on the other side of the river, in Camden, N. J., advertised in one of that town's journals in behalf of one of his new locations; and even in distant Hazelton, Pa., the AMI and the Standard Cigarette Service, Tamaqua, advertised for one of their joint accounts which had enlarged its space.

The industry received considerable publicity from newspaper stories regarding the pinball-playing proclivity of American Ambassador to Bulgaria George H. Earle, who sent his wife a beautiful emerald and diamond ring; papers were roused to speculation as to the possibility of the diplomat's having won the bauble playing the pinball machine presented him by local clubmates, with the King of Bulgaria.

Ben Stirling, Jr., Wurlitzer distributor in the Wilkes-Barre district, was recently named president of the Business and Professional Men's Club of a town adjacent to Wilkes-Barre. ♦

Resort Fire Destroys Wired Music Operation

PALM SPRINGS, Calif. — Fire of undetermined origin on January 23 destroyed the establishment of Palm Springs Wired Music, with a loss estimated at approximately \$3000. Though brief, the blaze was a serious threat to a half-block of buildings. The concern was located in the Zaddie Bunker Court.

Harold Harper, owner of the operating firm, stated that some \$2500 worth of lost equipment was partially covered by insurance. Loss of the building was set at \$500. Only one of eight hundred records was saved. It bore the title, "Gone, but Not Forgotten." ♦

Easy-Operating Policy Announced

CHICAGO—Combining a policy of building counter games so as to make operating easier with volume backed up by terrific demand, The Daval Co. is now producing Cub and Ace at the rate of one a minute, or 480 games for each eight-hour working day, according to report of Al S. Douglass, president of the firm.

Declares Douglass: "The specially-designed and super-engineered construction of Cub and Ace, American Eagle and Marvel are entirely based on making operating easier for the coinman. That's why when we built such tiny-sized units as Cub and Ace we included our original Daval automatic coin divider and two separate cash boxes. Regardless of their small size, the operator need not collect as often as he did on former small counter games, for his cash box is three times the size it used to be and he need call only at regular intervals and take out his coin, without even stopping to count it, for he knows that the location has already taken its share from its own cash box.

"Even in the construction of the mechanism we have made operating easier. No nuts, no bolts, no screws — hold one simple spring catch and the entire mechanism slides right out into the operator's palm. This eliminates waste of time. The operator also knows that because of the precision manufacturing methods for which Daval is famous he will not encounter trouble at any time.

"All these points, from the first blueprints, and the first designs, are checked carefully so as to be built from an easier operation standpoint to assure the operator the type of product he knows he needs in these days of speedier servicing and collecting. All this is equally true of American Eagle and Marvel.

"This principle has undoubtedly been a major factor in the heavy demand for our equipment," Douglass declared. "And another important factor is the fact that the longer these games remain on location, the more solidly entrenched they become and the better the public likes to play them."

The midget games won the approval of the biggest distributors at the Show, and that's a good sign for the operator, Douglass indicated, since none of them can afford to handle equipment which operators don't take to.

Among the distributors that came to the Daval booths to compliment the firm were: Carl Trippe, Ideal Novelty Co., St. Louis; Roy Torr, Philadelphia; Art Sauve and Buddy Sauve of A. P. Sauve Co., Detroit; Mac Churvis, Grand National Sales Co., Chicago; Al Stern, Roy Bazelon and Clayton Nemerof of Monarch Coin Machine

YOUR BEST BETS THIS MONTH

Evans TEN STRIKE.....\$25.00
Gottlieb SKEE BALL-ETTE..... 30.00
Keeney ANTI-AIRCRAFT GUN 60.00
CHICKEN SAMS 67.50
Gottlieb 3-WAY GRIPPER..... 11.00

A. B. T. CHALLENGER,
late model.....\$12.50
A. B. T. RED WHITE AND
BLUE 12.75

New Games at \$99.50

Baker's BIG TIME

Gottlieb SCHOOL DAYS

Genco SLUGGER

Chi. Coin SPORT PARADE

Genco SEVEN UP

Bally FLICKER

Exhibit STARS

Buy 'Em By the Case —

Daval CUB.....ea. \$13.95

Daval ACE.....ea. 14.95

Case of 6.....\$75.00

Case of 6..... 80.00

STILL THE BEST PLACE IN TOWN TO TRADE

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd.

Los Angeles, Calif.

Co., Chicago; I. H. Rothstein of Banner Specialty Co., Philadelphia; Harry Rosenthal of Banner Specialty Co., Pittsburgh; Irv. Blumenfeld of The General Vending Service Co., Baltimore; Harry Moseley of Moseley Vending Machine Exchange Inc., Richmond; B. D. and Si Lazar of B. D. Lazar Company, Philadelphia and Pittsburgh.

Harry Payne of H. G. Payne Co., Nashville; Max and Harry Hurvich, of Birmingham Vending Company, Birmingham; Ed Furlow and Si Lynch of Electro-Ball Company, Dallas, Houston and Memphis; R. D. Rose of R. & D. Sales Co., Marietta, O.; and Washington, D. C.; M. Y. Blum and Jimmy Passanante of Ajax Novelty Co., Detroit; Bill Marmer and Ben Goldberg of Sicking Inc., Cincinnati; H. Zorinsky of H. Z. Vending Sales Inc., Omaha, Neb.; Joe Frank of Automatic Sales Co., Nashville; Sam London of Milwaukee Coin Machine Co., Milwaukee; Bert Lane of Seaboard Sales Inc., New York.

Leo Weinberger of Southern Automatic Music Co., Louisville, Nashville, Cincinnati, and Indianapolis; Harry LeVine of Allied Novelty Co., Chicago; Morrie and Eddie Ginsburg, Phil Greenberg and Mike Kratze of Atlas Novelty Co., Chicago, Detroit and Pittsburgh and Ben Kulick of Atlas, Buffalo; Art Nagel of Avon Novelty Sales Co., Cleveland; Al S. Cohen of Asco Vending Machine Exchange, Newark, N. J.; Jack Kauffman of K. C. Novelty Co., Phila-

delphia, Ben Axelrod of Olive Novelty Co., St. Louis; Bill Gross of Lehigh Specialty Co., Philadelphia; Joe Ash of Active Amusement Machine Corp., Philadelphia.

Dave Bond of Trimount Coin Machine Co., Boston; Carl Hoelzel of United Amusement Co., Kansas City; Meyer M. Marcus of The Markepp Co., Cleveland and Cincinnati; Bill Cohen and Benny Friedman of Silent Sales Co., Minneapolis; Sam Taran and Herman Paster, of Mayflower Novelty Co., St. Paul; Ted Bush of Acme Novelty Co., Minneapolis; Mac Mohr, Mac Sanders, Harry Kaplan and Irving Bromberg of Los Angeles; Rake of Philadelphia; Lou Wolcher of Advance Automatic Sales Co., San Francisco.

"I read in the paper about a guy that ran over a girl and later married her."

"Well, if everyone had to do that, there'd be a whole lot less reckless driving."

ATTENTION!

Peanut Machine Operators!

By mixing our cellophane tubes of foreign postage stamps in your machines, your sales will double and triple.
BE FIRST IN YOUR TERRITORY! Write at once for free samples of stamps and full details of our plan.

D. Robbins & Co. 1141 De Kalb Ave.
BROOKLYN, N. Y.

COIN
MACHINE
REVIEW

71
FOR
FEBRUARY
1941

Operators
Notice

AUTO LOAN PURCHASE MONEY

3 $\frac{1}{2}$ %

SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.



Newly elected officers of the Phonograph Owners' Association of East St. Louis, Ill. R. H. Schneider, re-elected president, is second from left in front row and next man is E. C. Steffens, of Permo Point, who was guest speaker at the Annual Banquet.

So. Ill. Ops Eat and Elect

by ROBERT LATIMER

EAST ST. LOUIS—The night of January 23rd was the scene of unusually gay festivities at the Broadview Hotel in East St. Louis, Illinois, when the membership of the Phonograph Owner's Association of Southern Illinois held their second annual banquet in the green-and-gold ballroom. This, the second of the yearly celebrations of the group, was responsible for more than 150 operators and their families on hand to welcome new officers and summarize the events of 1940.

Now five times its 1938 size (the group was founded in midyear of 1938) the Southern Illinois group has become one of the strongest associations in the middle west, under the guiding hand of R. H. "Hardy" Schneider, president of the group for the past two years, and himself one of the state's better known township operators. During 1940, there was not a single case in which any operator lost a location through unfair practices, and the number of complaints which are characteristic of any large scale operation of the type is remarkably few.

The evening began with a confirmation of election of officers for 1941, who were formally introduced late in the dinner. Elected by the board quietly with the purpose of surprising the group January 23 were R. H. Schneider, re-elected president; first vice president, L. Kaesberg; second vice president, Glenn Liebig; third vice president, T. E. Heffernan; and secretary treasurer, William Offerman. All officers were unanimously renamed to their 1940 posts, with the exception of one new director. Directors are E. S. McKelvey, Mike Kappilla, Harry Schooley, and E. W. Morlence. All were again appointed to the same positions on the basis of the profitable and smoothly-operated year just past.

Approximately 30 guests were invited to attend the second annual banquet, despite a long standing association rule which ordinarily bars distributors or agents from the meeting of the group. These included the new president of the Associated Phono-

graph Operators of St. Louis Association; John LaBan of the A. M. I. Distributing Company; Ed Fisher, executive secretary of the same group; Frank Cummings, Interstate Electric Supply Company; Joseph Turner, Decca St. Louis office; Clarence Layer, Layer Distributing Company; Walter Bowman, operator, and members of the Ideal Novelty Company route management.

During the dinner, wives of operators attending were given a pleasant surprise with the gift of compacts, decorated with American flags and other patriotic designs. Roast turkey and wassail bowls made the dinner more than enjoyable. During the intermission following, Schneider, who presided as toastmaster, called upon well-known figures in his association for short talks, the guests listed above, and spoke on the progress of the group. A joke which had a few members covertly hiding their faces was President Schneider's charge that despite the fact that East St. Louis contains 300 phonographs, not one could be found for music for the evening's affair. This, it was brought out, was supplied by a small operator and route owner of St. Louis who also has a minor distributing agency—Carl Trippe of Ideal Novelty Company. There was a rising vote of thanks to Carl for this help, the use of a new Rock-Ola for the dinner.

An ideal testimonial to the high opinion which the membership of the group holds for President Schneider was a high point following his talk. At this time, E. S. McKelvey, a director in the group, presented Schneider with a duebill calling for installation of a complete rathskeller liquor bar in the basement of Schneider's new home in St. Louis, including all-walnut bar, electric refrigeration, complete glassware and accessories all around. This was the association's method of thanking Hardy for his hard work in knitting the association together, and for once, left him speechless.

IAAEPO representative E. C. Steffens, who recently joined the staff of Permo Products in Chicago, was the principal speaker for the evening, and spent some twenty minutes in complimenting the southern Illinois group on their association activities during the past two years. "Association con-

fidence and cooperation is the only means by which phonograph operation can be kept completely free of discord" Steffens explained "And we have found that the twin associations of St. Louis and Southern Illinois are leading the way for many other such groups the country over."

The meeting closed with Steffens' talk, and continued into the wee hours with dancing and music. ♦

Groetchen Products Win Show Plaudits

CHICAGO—"They knew they could rely upon Groetchen to give them something new," declared Groetchen officials, "and from the first day of the Show until the last every member of our staff was busy in the Groetchen booth demonstrating the merits of our new and old products to operators from every part of the nation.

"At times operators were standing ten deep around the four large booths in order to have a look at five new and unusual counter games. An initial order for 1,000 Pikes Peak games placed by Roy Torr, Philadelphia distributor, caused a furor on the second day of the Show. Pikes Peak is the new all skill, legal, 5-ball novelty game, ings in closed territories.

"Two new miniature games with coin divider and location cash boxes, patterned after the sensational Imp, attracted unprecedented interest. One of the miniature games is called Klix, a blackjack game, and the other is Pok-o-Reel. Although only slightly larger than Imp, these two new games have almost four times the cash box capacity.

"Dial-It is the fourth entirely new and completely different Groetchen game, unveiled for the first time at the 1941 Show. Indications of the tremendous appeal of Dial-It is evidenced in the heavy orders taken for this game, although deliveries have not been promised before March 1.

"The record volume of orders placed for Champion proves that operators have recognized it as the industry's newest and finest token payout game," the factory spokesman concluded. ♦

Dual Set-Up Needed By Distrib., says Ginsberg

CHICAGO—"The distributing concern of today must have really two organizations—one an administrative and selling organization and the other a buying organization," declares Morrie Ginsberg of the Atlas Novelty Company.

"Buying contacts with sources of supply are today as important to the distributor in servicing his operator-customers as are sales contacts. A distributing company must know where to get games and machines in satisfying their operator demand for new and used equipment.

"The Atlas Novelty Company is fortunate in its line-up of factories represented—the cream of the crop, we believe, in lines offered in this field. And we are equally fortunate in sources of supply on used machines. That is why Atlas never sees a shortage of used equipment offerings. Our sources of used machine supply are assured through years of contact with people who have such equipment to offer.

"This is why Atlas does two big businesses. One, a big sales volume in new machines. And, two, a big business in used equipment. And this is why Atlas really maintains two organizations. One to sell and serve the operator. And one to buy." ♦

INTERNATIONAL FORWARDING COMPANY

— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —

Daily Consolidated Cars to

All points in California, Idaho, Nevada, Utah, Oregon and Washington

with

Specialized service on shipments of coin-operated games and phonographs.

SALT LAKE CITY
LOS ANGELES

PORTLAND
SEATTLE

SAN FRANCISCO
SPOKANE

COIN
MACHINE
REVIEW

72

FOR
FEBRUARY
1941

"A Dollar Saved Is A Dollar Made"

... AND YOU CAN SAVE PLENTY OF DOLLARS
BUYING YOUR EQUIPMENT AT LONG BEACH
COIN MACHINE COMPANY

NEW GAMES

Chi Coin	
SPORT	
PARADE	\$99.50
Genco	
SLUGGER ...	99.50
Exhibit	
STARS	99.50
Stoner	
ARMADA	99.50
Keeney	
VELVET	99.50
Bally	
FLICKER	99.50

USED BARGAINS

Ducky	\$19.50
Majors	20.00
Toppers	20.00
Nippy	22.50
Scoop	20.00
Super Six	22.50
Yacht Club	42.50
Jolly	27.50
Sports	20.00
Speed Demon	44.50
Speedway	44.50
Skyline	54.50
Western BASEBALL, free	
game units	60.00



Special —

Wurlitzer 1940, Model
41 Counter Phonograph,
like new\$92.50
Wurlitzer 1939, Model
61 Counter Phonograph,
like new 80.00
You cannot beat these buys
elsewhere in the West

LONG BEACH COIN MACHINE CO.

1628 E. ANAHEIM

PHONE: 722-64

LONG BEACH, CALIF.

COIN
MACHINE
REVIEW

73

FOR
FEBRUARY
1941

SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC)—San Francisco shapes up in top form in all departments. Games have been steady and better, and music continues on the up and up.

The tax situation has lost most of its exasperating complexion—which was the grief of the latter months of last year. Major credit for doing a job where and when it was needed, goes to Amusement Merchants' Ass'n director Sid Mackin. He has gained the all-important confidence and co-operation of the entire operating group, welding the association, in the short space of two months, into one of the best organized and successful combines of its kind in the country.

Thursday, January 31st, the association had its first dinner-entertainment-get-together. It was held at the smart Empire Hotel—and it was a pip from every angle. They say good things come in threes, and the affair proved good the tradition by breezing merrily on 'til three in the morning.

Incidentally the San Francisco Music Ass'n has moved to new quarters next to the Amusement Merchants in the Marshall Square Building. Naturally, this helps all around from the convenience standpoint.

Distributors claim the liveliest January sales for the past several years. Particularly noteworthy is the demand for new equipment. Apparently, all makes are in favor. There's a real prosperity note to be felt in the air.

Major domo Wolf of the Wolf Sales Co. is expected back from a sortie to Mexico

any day now. He is on a business expansion move; next trip will be through principal markets in South America. It's that kind of on-the-toes spirit that has kept the Wolf organization out front on the leader's list.

Lou Wolcher looks in fine spirits and trim—and since he's been back in the ball-wick from his ample eastern amble over 'showtime' games have been on-the-march out of his establishment like a parade.

Johnny Ruggiero, Jack Moore's top sarge has been doing an 'all out' job at his stand—but J. R. won't admit it, says, "If Bally games get any hotter I'll have to be triplets just to take orders."

Bill Corcoran is in the news again. Or rather we should say still! He's one 'old timer' and soldier we can never see too often—when he has time to see us. Present dope is that Bill has sold his Larkin St. lair to associates and will devote full time to direct factory representation in the way of sales supervision for the Buckley Co. in the eleven western states. No need to mention that a standout job is expected by all—which is to say little because Bill has been heading it up for Buckley over some period already.

Noted a couple of days ago that De Loss Osborn placed a carload of Packard Play-Mors in record time and is out for something of an all-time mark for the first quarter of this year. D. L. O. is one of the best served music men in the west and can personally take apart and put together any make of music box in an even hour.

George Bates, Oakland's mentor of super-smooth operation in the music field claims a new high in the running of telephone music. Installations in the east bay metropolis now top 150 locations, which, per capita, we believe is first in the country.

Oakland Automatic Sales, vimful Jack Adler's premises reports progress of a substantial caliber—and, according to what the birdies are saying, has an eye out for new larger quarters.

Mills Sales Co., mammoth of the amusements, also on the Oakland side, gives news of sales exceeding any January in the organization's history. Praise to Warren Taylor and staff.

And a windup word from Frisco's Cal. Simplex' Wurgler—New Wurlitzer Wows are Winners. ♦

Maraniss New Distrib For Columbia Discs

NEW YORK—H. S. "Chick" Maraniss has been named distributor for Columbia records in Boston and the New England territory, according to announcement by Paul Southard, Columbia Recording Corp. salesman. The organization which Maraniss heads will be known as Columbia Wholesalers Inc. of New England, with offices at 584 Commonwealth Ave., Boston; it succeeds General Equipment Corp., former Columbia distributors for the territory.

Maraniss has been with Columbia Recording Corp. since its organization as a subsidiary of Columbia Broadcasting System in 1939, in the capacity of assistant to the president, Edward Wallerstein. A Bostonian by birth, he graduated from Harvard University in 1918, served in the U. S. Army as a captain in the field artillery, and prior to his affiliation with Columbia he was an executive of the Victor Talking Machine Co. ♦

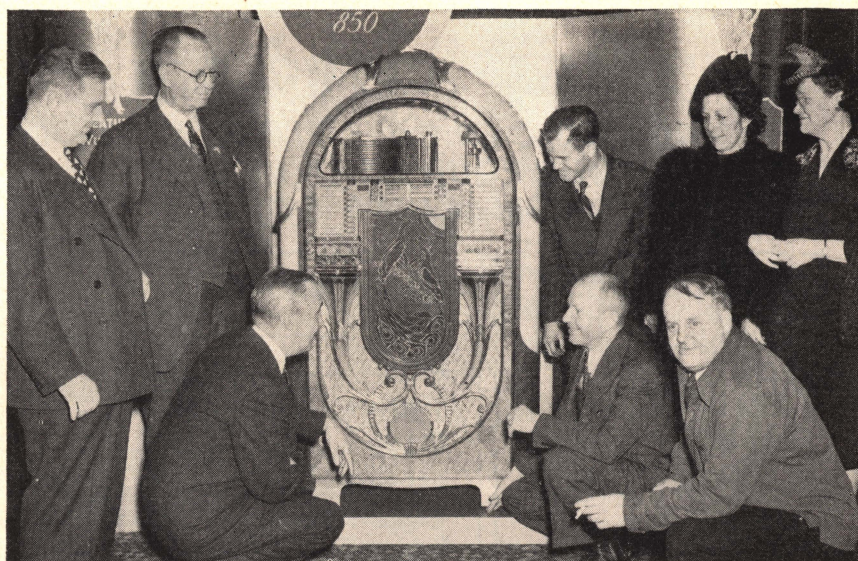
Records

(Continued from Page 50)

- 4★ 35926 Teddy Wilson
MEAN TO ME (FT)
I'LL GET BY (FT VC)
- 3★ 35925 Orrin Tucker
I KNOW, I KNOW (FT VC)
AUTUMN ON CAMPUS (FT VC)
- 3★ 35923 Xavier Cugat
ORCHIDS IN THE MOONLIGHT (T)
TEMPTATION (T)
- 4★ 35921 Mildred Bailey
DON'T TAKE YOUR LOVE FROM ME (V)
EASY TO LOVE (V)
- 3★ 35920 John Kirby
CAN'T WE BE FRIENDS (FT)
MILUMBU (FT)
- 4★ 35919 Jimmie Lunceford
BLUE AFTERGLOW (FT)
MIXUP (FT)
- 3★ 35917 Eddy Duchin
I CLOSE MY EYES (FT VC)
NUMBER TEN LULLABY LANE (FT VC)
- 4★ 35916 Benny Goodman
I'M ALWAYS CHASING RAINBOWS (FT VC)
SOMEBODY STOLE MY GAL (FT)
- 4★ 35915 Eddy Howard
WRAP YOUR TROUBLES IN DREAMS (V)
EXACTLY LIKE YOU (V)
- 4★ 35914 Orrin Tucker
YOU'RE BREAKING MY HEART ALL OVER
AGAIN (FT VC)
YOU DIDN'T STEAL THAT KISS (FT VC)
- 4★ 35910 Benny Goodman
YES, MY DARLING DAUGHTER (FT VC)
THESE THINGS YOU LEFT ME (FT VC)
- 3★ 35883 Columbia Salon Orchestra
POET AND PEASANT (INS)
TRAUMEREI (INS)

DECCA

- 2★ 5910 Earnest Tubb
I'M GLAD I MET YOU-AFTER ALL (V)
PLEASE REMEMBER (V)
- 4★ 3593 Judy Garland
OUR LOVE AFFAIR (V)
I'M ALWAYS CHASING RAINBOWS (V)
- 3★ 3592 Tony Martin
DREAM VALLEY (V)
NOW I LAY ME DOWN TO DREAM (V)
- 4★ 3590 Bing Crosby
NEW SAN ANTONIO ROSE (V)
IT MAKES NO DIFFERENCE NOW (V)
- 3★ 5909 Jimmie Wakley
TOO LATE (HB VC)
POOR LITTLE ROSE (HB VC)
- 3★ 3589 Pancho
FRENESI (R)
DARDANELLA (R)
- 3★ 3587 Terry Shand
LET'S DO IT (FT VC)
SLAP-HAPPY-LASSIE (FT VC)
- 3★ 3585 Jimmie Dorsey
HIGH ON A WINDY HILL (FT VC)
I UNDERSTAND (FT VC)
- 2★ 3580 Joan Edwards
LAMPLIGHT (V)
SOME OF YOUR SWEETNESS (V)
- 3★ 3581 Clyde McCoy
BUGLES IN THE SKY (FT VC)
LOVE CAN DO THE DARNDDEST THINGS
(FT VC)



Inspection in Spokane—Bill Bye, Robert Aslund, Dick Benson, Mrs. Ed Perry, Mrs. Frank Knowlton, and (kneeling) Walter Reed, Frank Knowlton of Walla Walla, and Fred LaVelle of Spokane, study one of Wurlitzer's Victory models.

- 3★ 3579 Will Hudson
START JUMPIN' (FT)
THREE AT A TABLE FOR TWO (FT VC)
- 4★ 3578 Richard Himber
WHOSE THEME SONG? (FT) (PART 1)
WHOSE THEME SONG? (FT) (PART 2)
- 2★ 3576 Bob Crosby
TAKE ME BACK AGAIN (FT VC)
I'LL COME BACK TO YOU (FT VC)
- 3★ 3575 Guy Lombardo
TAKING A CHANCE ON LOVE (FT VC)
WE'LL MEET AGAIN (FT VC)

OKEH

- 3★ 6003 Chuck Foster
ALL I DESIRE (FT VC)
SPRING FEVER (FT VC)
- 3★ 6001 Benny Carter
JOE TURNER BLUES (FT VC)
BEALE STREET BLUES (FT VC)
- 3★ 5998 Frankie Masters
LET'S DREAM THIS ONE OUT (FT VC)
I SHOULD HAVE KNOWN YOU YEARS AGO
(FT VC)
- 3★ 5991 Billie Holiday
TIME ON MY HANDS (V)
I'M PULLING THROUGH (V)
- 3★ 5990 Ginny Simms
THESE THINGS YOU LEFT ME (V)
I'M OUT OF STYLE (V)
- 3★ 5989 Sonny Burke
MINOR DE LUXE (FT)
JUMPIN' SALTY (FT)
- 3★ 5987 Count Basie
WHO AM I? (FT VC)
STAMPEDE IN G MINOR (FT)
- 3★ 5985 Gene Krupa
THE SARGEANT WAS SHY (FT)
HE'S GONE (FT)

- 3★ 5978 Horace Henderson
GINGER BELLE (FT)
DO RE MI (FT)
- 3★ 5977 Dolly Dawn
HOW COME (FT VC)
I COULD KISS YOU FOR THAT (FT VC)
- 3★ 5976 Lawrence Welk
SWEET AND LOW (W VC)
LITTLE SLEEPY HEAD (FT VC)
- 3★ 5975 Jack Leonard
LOVE OF MY LIFE (V)
I SHOULD HAVE KNOWN YOU YEARS AGO
(V)
- 3★ 5974 Frankie Masters
MARGIE (FT VC)
THE LIGHT FANTASTIC (FT)
- 3★ 5973 Tommy Tucker
WALKIN' THROUGH MOCKIN' BIRD LANE
(FT VC)
YOU WALK BY (FT VC)

VICTOR

- 3★ 27290 Ray Kinney
HAWAII ACROSS THE SEA (FT VC)
A MILLION MOONS OVER HAWAII (FT VC)
- 4★ 27289 Artie Shaw
DR. LIVINGSTONE, I PRESUME? (FT)
WHEN THE QUAIL COME BACK TO SAN
QUENTIN (FT)
- 3★ 27288 Leo Reisman
LONE STAR TRAIL (FT VC)
DON'T ASK ME WHY (W VC)
- 3★ 27287 Sammy Kaye
THE MEM'RY OF A ROSE (FT VC)
ALL NIGHT LONG (FT VC)
- 3★ 27278 Lionel Hampton
LOST LOVE (FT VC)
SMART ALECK (FT)
- 3★ 27277 Sammy Kaye
THAT'S MY WAY OF SAYIN' I LOVE (FT VC)
SUNSET AT SEA (FT VC)
- 4★ 27276 Barry Wood
IT ALL COMES BACK TO ME NOW (V)
MAGIC MOUNTAIN (V)
- 4★ 27275 Leo Reisman
HELLO MA! I DONE IT AGAIN (FT VC)
WISHFUL THINKING (FT VC)
- 3★ 27274 Tommy Dorsey
YOU MIGHT HAVE BELONGED TO AN-
OTHER (FT VC)
OH! LOOK AT ME NOW (FT VC)
- 3★ 27273 Ray Kinney
UHE UHENE (FT VC)
BLUE SEASHELLS (FT VC)
- 2★ 27272 Hot Club of France Quintet
SWINGING WITH DJANGO (FT VC)
PARAMOUNT STOMP (FT VC)
- 3★ 27271 Xavier Cugat
SUENA LA CONGA (CONGA VC)
LOS CARNAVALES DE ORIENTE (R CONGA
VC)
- 3★ 27270 Wayne King
ROSE (FT)
AT HOME (W VC)
- 4★ 27269 Lanny Ross
MUSIC IN THE EVENING (V)
TILL THE LIGHTS OF LONDON SHINE
AGAIN (V)

COIN
MACHINE
REVIEW

74

FOR
FEBRUARY
1941

Get in
the Money
with Music's Big
Money-
makers

LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "PARADE"

- VICTOR
- 27207—There I Go
Kenny Baker
- 26542—Frenesi
Artie Shaw
- 27222—So You're The One
Hal Kemp
- 11003—I Hear A Rhapsody
Dinah Shores
- 10895—I Give You My Word
Mitchell Ayres
- 10894—You Walked By
Blue Barron

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

Bye Adds More States For Wurlitzer

NORTH TONAWANDA—The efforts of Wurlitzer's District Manager for the West, dynamic W. A. "Bill" Bye, have been turned to broader channels through the recent expansion of his territory.

Wurlitzer General Sales Manager, M. G. Hammergren, has announced that Bye's coverage will now extend over the States of California, Oregon, Washington, Montana, Idaho, Nevada, Utah, Wyoming, Arizona, New Mexico, Colorado, and the territory of Hawaii.

Bye is one of the most experienced men in the entire industry, having been connected with the music business for the past 23 years, chiefly with the Wurlitzer organization. His work prior to assuming the District Managership in the West, involved similar assignments for Wurlitzer in the Middle West and East.

Speaking of Hammergren's recent announcement, Bill Bye comments:—"I have been more than gratified with the manner in which operators of this area have shown their confidence in the Wurlitzer Company, our distributors and myself. I sincerely trust that my new associations will be equally pleasant. We in the West have a Wurlitzer distributing and service organization without peer in the entire country."

Bye's permanent offices are located at 509-11 DeYoung Building, San Francisco, and at 1348 Venice Blvd., Los Angeles. ♦

New Executives Named by Amusement Board of Trade

NEWARK, N. J. — New officers elected by Amusement Board of Trade of New Jersey, Inc., during January, are headed by David M. Steinberg, chairman of the board of governors. Jules Rusoff is president. Other officers are: Frank Dello Russo, vice-president; Arthur Daddis, secretary; Nathan Mark, treasurer; Irving Wolfe, sergeant-at-arms; Charles P. Polgaar, comptroller; LeRoy Stein, executive secretary; Maurice Schapira, general counsel.

Four committees set up by the board of governors for 1941 include: Administrative committee, concerned with purchasing, financing and auditing, headed by Nathan Mark and assisted by James L. Murtha and Jules Rusoff; Promotion committee, on membership, house and entertainment, with Arthur Daddis, chairman, Irving Wolfe and Frank Dello Russo; Public Relations committee, concerned with legislation, labor, merchant membership and good and welfare, of which David M. Steinberg is chairman and Charles P. Polgaar and Barnett Sugarman are members; James Rusoff is chairman of the Arbitration committee, dealing with all matters pertaining to interpretation of the rules and regulations of the constitution, by-laws and code of fair trade practices, complaints and arbitration; James L. Murtha and Irving Wolfe are other members of the committee. ♦

Wurlitzer Victory Models in Northwest

SEATTLE—Fred Fields, Wurlitzer distributor in Seattle and Spokane, reports an unprecedented turnout of Wurlitzer music merchants and their wives on the recent National Wurlitzer Days for a showing of the Wurlitzer Victory models for 1941. The two parties, Fields asserts, brought orders for immediate delivery exceeding all expectations.



Presentation of Awards for Meritorious Service to the coin machine industry at the Portland Christmas Charity Stag on December 20th. Lou Walcher presenting wrist watch to location owner Walter Fuller on left and Ace Arnsberg, second from right, receiving pocket watch from Budge Wright. The two men are credited with being responsible for the return of marble games in the city of Portland.



ABOVE: Packard exhibit at the Chicago Show attracted and held crowds all during the exhibit. It was recognized as one of the best merchandise exhibits at the Show and presented the Capehart Pla-Mor line in a very attractive and appealing manner.

BELOW: In the Packard suite the following people were very much impressed with the Packard line: J. R. Donaldson, Coffeyville, Kansas; H. R. Matheny, Wichita, Kansas; Joe Frank, Nashville, Tenn.; W. E. Simmons, Western Division Mgr. for Packard; Mrs. H. W. Smith, Seymour, Indiana; H. W. Smith, Seymour; Frank Navarro and William Nathanson, Mexico City.



"Here, as everywhere, the entire line of Victory models and Wurlitzer remote control equipment went over with a bang that presages what, in all probability, will be the greatest year in history for Wurlitzer

music merchants," Fields declares. "Every model in the line was praised to the skies for its beauty and evident earning power, and there's no use reiterating that Polaroid illumination took the gang by storm." ♦

COIN
MACHINE
REVIEW

75
FOR
FEBRUARY
1941

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

FIVE DOLLARS NOW

May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

PHONO PARTS

Are you in need of any Wurlitzer Phono parts? Save 75%! Write immediately—Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. (TF-C)

FOR SALE

50,000 Used Records, Hill Billy and Blues. All in good condition. \$25.00 per 1,000. In lots 10,000 or over, Delivery Free. A. EICHLER, 21 Essex Street, New York. Tel. Orchard 4-9885. (JFM-P)

FOR SALE

Maestro Wired Music Unit in original packing cases. Complete with central office panel, ten turntables, ten cabinets, record rack, etc., ready to operate. Am prepared to accept very substantial loss for immediate sale. FRANK E. CLARK, 606 54th Street, Oakland, Calif. (F-P)

WANTED FOR CASH

All types of Penny Scales. Or will repair your Scales. Liberal trade-in on new models. IDEAL WEIGHING MACHINE COMPANY, 1012 West 43rd Street, Los Angeles, Calif. CEntury 23759. (FMA-P)

The Biggest Mailing List BUY of the Year!

2000 Operators
in attendance at
Western Coin Machine
Show

\$15.00

ONLY A FEW COPIES

LEFT, HURRY!

COIN MACHINE REVIEW

1115 VENICE BLVD.
LOS ANGELES

INDEX TO ADVERTISERS

February, 1941

This Index is an editorial feature and is not part of the advertiser's contract. No liability is assumed by THE REVIEW for errors or omissions.

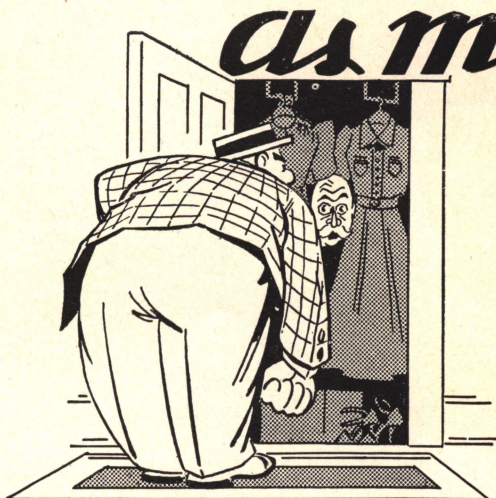
American Products Co., Inc.	65
Atlas Novelty Co.	26
Automatic Games	66
Baker Novelty Co., Inc.	62
Bally Manufacturing Co.	16
Bluebird Record Distributors	50
Buckley Music System, Inc.	55, 56, 57, 58
California Simplex Dist. Co.	49
Chicago Lock Co.	23
Columbia Record Distributors	54
Container Mfg. Co.	61
The Daval Company	11, 12, 62
Du Grenier, Arthur H., Inc.	70
Ellman & Zuckerman	24
Groetchen Tool Co.	67, 68
Hilton Hotel	20
Hollywood Film Enterprises, Inc.	69
Holdsworth Print Shop	19
Ideal Novelty Co.	61
Int'l. Forwarding Co.	72
Int'l. Mutoscope Reel Co.	63
Kagan, John	24
Long Beach Coin Machine Co.	73
Miller Mfg. Co., M. A.	54
Meyberg, Leo J., Co.	74
Mott Studios	22
Norris Mfg. Co.	65
Okeh Record Distributors	54
Packard Mfg. Corp.	Cover IV
Paramount Products Co.	22
Permo Products Corp.	50
Phono-Tel Co., Inc.	59
R. C. A. Mfg. Co.	Cover II, 27 to 46
Rock-Ola Mfg. Corp.	20, 71
Robbins, D., & Co.	19
Sanders, Mac	71
Southwestern Vending Machine Co.	64
Success Mfg. Corp.	66
Unedapak Co.	50
Victor Record Distributors	18
Wilcox, W. W., Mfg. Co.	48
Wurlitzer, Rudolph, Co. 3, 4, 5, 6, 7, 8, 9, 10,	
Zeigler Ins. Agency, Inc.	71

43

COIN
MACHINE
REVIEW

76

FOR
FEBRUARY
1941



As Man to Man—

Let's Look at Facts!

WEEKLIES have their place in every industry. They handle the advance "blab" on products, give spot news that means little a few days later, and carry advertising that is dead . . . yea . . . STONE DEAD . . . six days after the issue is out.

MONTHLIES have been the backbone of every great industry. They are the publications industry members actually "file" and use for reference the year through. They are the publications that summarize events, evaluate new products and give a complete, concise, accurate and true story of trends in the industry.

IN THE COIN MACHINE FIELD that Monthly is THE REVIEW. Deadline is the 5th of each month. Plan now to "make" the next issue with your message.

COIN MACHINE REVIEW

35 East Wacker Drive
CHICAGO
CEntral 1112

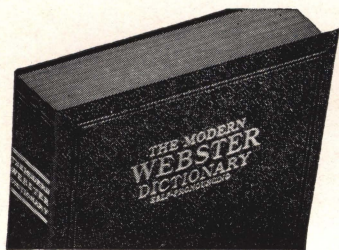
1115 Venice Boulevard
LOS ANGELES
Fitzroy 8269

441 Lexington Ave.
NEW YORK CITY
Murray Hill 2-5589

PHENOMENAL! ASTOUNDING! COLOSSAL!

If you don't know what those words REALLY MEAN . . . here's your chance to find out . . . in the most GIGANTIC . . . SIGNIFICANT . . . and AMAZING OFFER EVER MADE by *any* publication in the *entire* Coin Machine field!

**HERE is the dictionary
YOU NEED!**



Contains

32 pages of world maps in color. How to use words. Where our words came from. Punctuation. Time and its variations. State flowers. National Parks of the United States, where they are, their size and characteristics. Standard English—how to use words correctly—say what you mean and mean what you say. Dictionary of the automobile. Dictionary of radio words and terms. The metric system of weights and measures. AND THOUSANDS and THOUSANDS of words you need to know.

**This dictionary is
YOURS—FREE!**

New 1940

MODERN WEBSTER DICTIONARY

THOUSANDS AND THOUSANDS of words—how to spell them, how to pronounce them, what they mean—are to be found in the **NEW 1940 MODERN WEBSTER DICTIONARY**. Thirty-two pages of maps in **MANY COLORS**—the **ENTIRE WORLD** is here. There is a dictionary of the automobile, and of radio terms . . . a chart of weights and measures . . . and **MANY OTHER OUTSTANDING FEATURES**.

This dictionary is **LIGHT**, the **RIGHT SIZE**, and **EASY TO HANDLE AND USE**. It is bound in imitation **LEATHER** with **GOLD LETTERING** on the cover.

IT IS YOURS —

ABSOLUTELY FREE

A copy of this dictionary, the **MOST IMPORTANT BOOK** IN THE **ENGLISH LANGUAGE**, will be sent *without one cent of extra cost* to everyone who sends **ONE DOLLAR FOR TWELVE ISSUES OF THE COIN MACHINE REVIEW**. Think of it! *Twelve issues of the Industry's LEADING TRADE PAPER* for only **ONE DOLLAR . . .** and the Dictionary is **YOURS—ABSOLUTELY FREE!**

Send **YOUR dollar—NOW!** Sign your name and address in the space below, fold your remittance inside this announcement and **MAIL TODAY!** **YOUR COPY** of this handsome **DICTIONARY** will be sent you postpaid immediately. (If you wish, you may extend your subscription one year or you may send a year's subscription to a friend, and we'll send the Dictionary to **YOU**.)

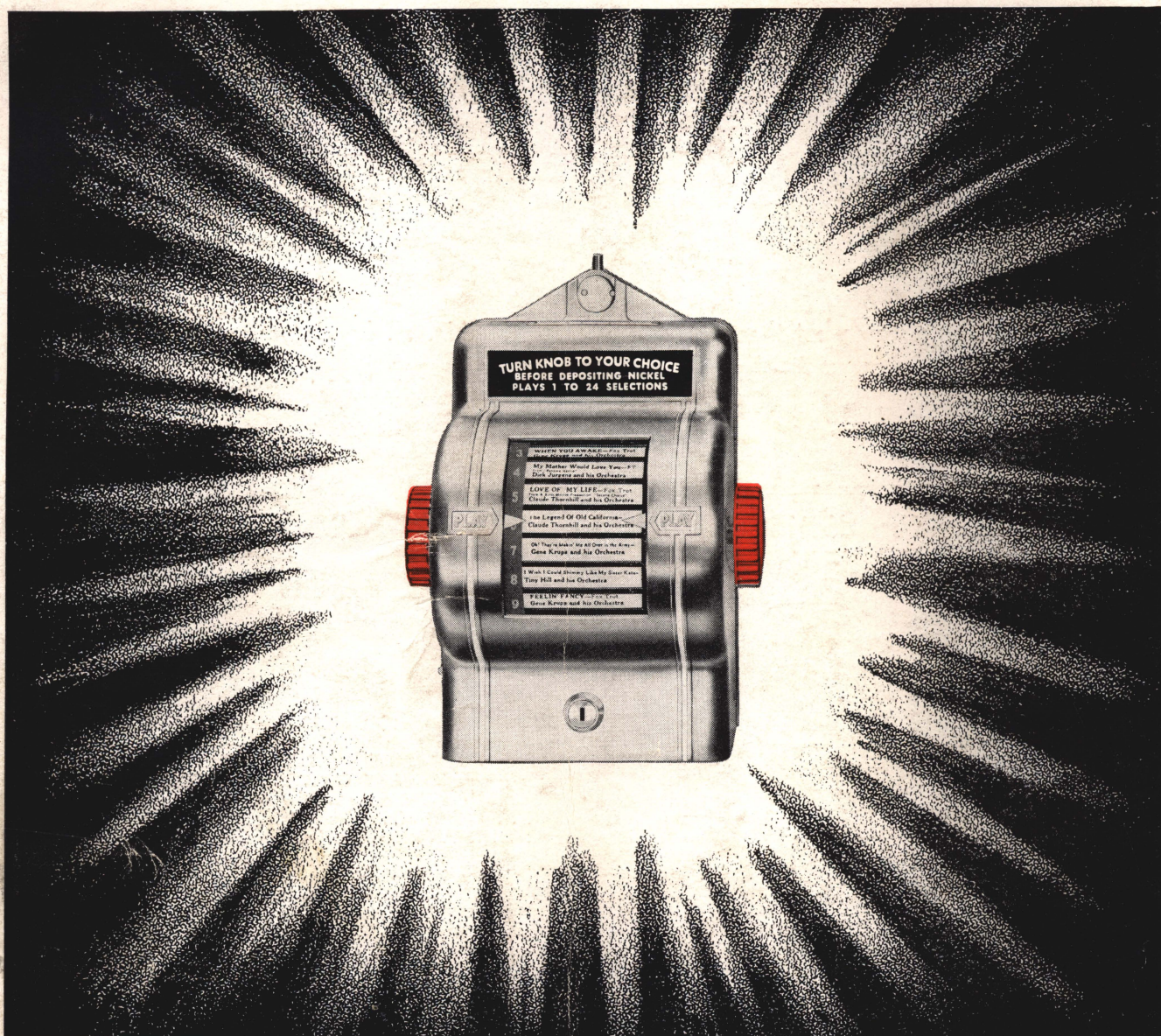
COIN MACHINE REVIEW

**1115 Venice Blvd.
Los Angeles, California**

Name.....

Address.....

City.....State.....



Packard PLA-MOR Won Them at the Show—carried off top honors for its sheer beauty, irresistible play appeal and practical operation.

Regardless of Price, the wide-spread acceptance of Pla-Mor equipment again proves that music operators of America instantly recognize the qualities it takes to get, hold and increase locations.

PLA-MOR is the Newest Trend in Music—the *Big Idea* that means greater music business and greater music profits per day, week or month. Find out about it now. Send in the coupon.

The PACKARD Line is complete including Pla-Mor Controls, Speakers, Steel Cabinets for Phonograph Mechanisms and Adaptors.



HAS THE PLAY APPEAL

MAIL TODAY

Homer E. Capehart, Packard Mfg. Corp.,
Kentucky and Morris, Indianapolis, Indiana

Please send complete information on Pla-Mor—the system that makes music business more profitable.

OR

Name.....
Firm Name..... Address.....
City..... State.....